

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLXV, No. 3

NEW YORK, OCTOBER 19, 1933

10c A COPY



**“DID I TELL YOU
ABOUT MY
OPERATION?”**

FOR years, hors-d'oeuvre-minded cooks and housewives have been faced with performing a major operation — making little sausages out of big ones. But now our client, Deerfoot Farm, at Southborough,

Mass., wields the scalpel for you and offers you a genuine Deerfoot Farm Sausage in hors-d'oeuvre size — all ready to bake and spear with a tooth-pick.

A deft advertising campaign, from which the above is quoted, working in harmony with an efficient distributing effort, is now putting this product across in New York City. What's more, the news has extended beyond these limits and people out of town are clamoring for this new Deerfoot Farm delicacy.

While this special effort is being spent there is, of course, no let-up in advertising Deerfoot Farm Sausage in the familiar links and patties throughout the sausage-eating season.

N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

A September Gain of 19,641 Lines in Retail Store Advertising



Last month's retail store lineage records increased the already substantial lead of the Herald in this classification of advertising. During September, 1933, the Herald increased the September, 1932, record by 19,641 lines.

With the year three-quarters over, and during a period when results were never more closely checked, the Herald leads the second Boston newspaper in retail store lineage by *over half-a-million lines*. Faced with the necessity of maintaining sales volume, Boston merchants, thoroughly familiar with comparative responsiveness, have selected the Herald-Traveler as the basic medium for their sales and advertising campaigns. These retailers have not only endorsed the Herald-Traveler as Boston's leading advertising medium, but have done so in a more emphatic manner than ever before.

As usual, during this period, the Herald led all Boston newspapers in Total Paid, General, Total Display, and Classified Advertising.

Figures from Media Records, Inc.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Detroit Philadelphia
San Francisco



For six consecutive years the Herald has led all Boston newspapers in volume of total paid advertising.

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. **Printers' Ink Publishing Co., Inc.**, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXV

NEW YORK, OCTOBER 19, 1933

No. 3

How Sales Cost Figures Point Way to Greater Profits

Specific Examples and Actual Instances That Prove the Value of Careful Analysis of Selling Costs

By Charles H. Hatch

Vice-President, Miller, Franklin & Company, Inc.

THIS business of selling is seldom on the level. Straight shooting among sales executives and salesmen is unusual and few of them know what they are doing.

Those statements exemplify the adage that things are not always what they seem. Belittling though they sound—that is not the intent.

Take for example the first remark. I refer to sales. Ever see a sales curve that was strictly on the level? The general trend will be a slant up or a slant down. Oftentimes they oscillate violently.

But, again, the things shown by the sales curve are seldom what they seem. An upward rising curve may suggest that all is well when it may merely reflect an unintelligent striving for volume, with no thought of profit. Frequently sales rise while profits are falling.

Sales managers don't fancy declining sales—although most of them have had plenty of opportunity to get accustomed to this condition during the last three or four years. Nor would most sales managers be happy, even now, if faced with the probability that sales would remain on the level indefinitely. They are obsessed with the idea that if a business does not go forward, it must go back. At times it's better to work for a curve that is strictly on the level.

Of course, the concern which lets down on its sales efforts is going to slip back. But in most lines, where competition exists at all, a business is in much the situation of a man going the wrong way on an escalator—it has to work like the devil to stay where it is.

Again; unless sales for the busi-

ness as a whole are sufficiently analyzed—at least broken down by major classes of product to show seasonal sales influences and viewed in the light of both manufacturing and sales costs, a wholly satisfactory picture may cover serious troubles. Such information, which few sales managers have, would better enable them to shoot straight.

Take, as an example, a certain concern whose sales curve was smooth enough to lull the executives into a false sense that all was as well as it could be. Broken down into its elements it became apparent that the smoothness of the curve was the result of bulges in the sales of certain products simultaneously with offsetting slumps in others.

Investigation indicated that the slumps in one group of products were due to entirely needless letting up on sales pressure at certain seasons. The tradition had grown that those products were necessarily seasonal. Study showed the way to sell these products all year.

Another concern selling a wide

variety of products, including both staples and specialties, had been paying its salesmen the same commission on all lines. When the facts about selling were brought to light, it was evident that the staples which could carry only very low mark-ups practically sold themselves—the salesmen could hardly dodge orders for them.

As a result of this information the company set up a scale of commissions weighted by the mark-up and the difficulties encountered in selling. Generally the higher the mark-up, the greater the commission.

A Mis-Allocation of Sales Costs

Now consider a wholly different case where lack of cost knowledge had kept the sales department from shooting straight. On certain important groups of items it had suffered from so-called "gyp" competition.

Analysis showed grave errors in the allocation of sales costs to the products on which the "gyps" had been cutting prices. These products were carrying numerous distribution charges, that they should not have, and with which the "gyps" were not burdening their products, either because they did not have such cost items or because they charged these cost items correctly.

When this was found out, sales cost figures were made to reflect the facts and prices were quoted that enabled the company profitably to meet or better "gyp" competition, and so secure much greater volume and unquestionably establish its position in the industry.

It is really astonishing how few sales executives have sufficient sales statistics and cost information to enable them on a factual basis to know what they are doing and so to locate the target, profitable volume. Yet, for any business, sales statistical and cost-finding methods can be devised which will give the management and sales personnel all the information it needs for guidance.

One important effect of such figures is to cure that sad mental

affliction, volumania—the obsession that sales must climb ever upward.

I know, for example, of a company which on a volume of roughly \$1,000,000 a year enjoyed a net profit of 5 per cent—\$50,000. Simple arithmetic convinced the volumaniac in charge of sales that on \$2,000,000 the profit would be \$100,000. Never having heard of the law of diminishing returns, he put on pressure, and got the extra \$1,000,000 of volume. But it was secured at a loss of \$50,000.

For most concerns there is what might be called a "natural" volume of business, determined by the amount of goods the public can normally absorb, by geographical limitations, by competitive conditions, by equipment limitations and the like. Sales volume in excess of this natural limit is often so expensive to get as to reduce the total profits of the business.

An example is that of a Middle Western manufacturing concern making a certain kind of apparel which, although its sales were running ahead of productive capacity, was making less profit each year. Analysis showed that the company was ill-advisedly trying to do a national business, whereas it should have been confining its sales efforts to the Mid-West and South.

Waging an Expensive but Losing Battle

In New England this company had been waging an expensive but losing battle against local factories. Freight rates, local competitive prices and perhaps sectional loyalty or prejudice made the going hard. Financial considerations made the wisdom of building a new plant in the East questionable at best.

This concern had been so busy with the battle on the Eastern front that it had neglected its natural territories, where selling was correspondingly difficult for its competitors.

When study of cost figures brought out these facts vividly, the management was able for the first time accurately to locate its target. All selling effort in New England was stopped and the Eastern office

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and warehouse closed. Attention, effort and advertising were concentrated where they would do the most good. In time so much business was developed in the natural markets that the factory could again operate at close to capacity.

As the management was more interested in profits than volume, it declined to expand, and decided to concentrate on keeping the sales at a level that would ensure continued profits.

Depression Proved Policy Was Wise

The wisdom of this conservative policy was proved during the depression. While competitors were falling like ten-pins, this company kept its sales volume at full factory capacity and has continued to operate at a reasonable and fair profit.

It goes without saying that what was wise for this particular company is not necessarily indicated for all. There are many products which can profitably be sold on a national scale. And there are companies which for a long time to come can properly and profitably strive for increasing volume. A fundamental policy as to whether or not to go after nation-wide distribution should be determined only on the basis of incontrovertible facts and figures, which every concern can have if it wishes.

It is also important to know, not guess, which customers are worth gunning for. It usually is not possible to tell exactly whether a prospective customer will be profitable merely by looking at him. The only accurate guide is cost-of-selling information properly gathered and analyzed.

Take as an example a certain manufacturer of brassieres, who after shooting in the dark for years, finally installed a method of analyzing sales costs. To his surprise he found that many of his customers were unprofitable. If a serious and intelligent effort to turn them into profitable customers failed, he regretfully but ruthlessly eliminated them and cultivated only the profitable business. As a result his volume of sales fell 10 per

cent—but he got what he was after, for the net profits of the business increased 12 per cent.

Similar analysis by another concern showed that it cost 96 per cent of the sales dollar to sell 12 per cent of its customers.

Such uneconomical conditions persist chiefly because sales cost figures are seldom analyzed in a way to show what is going on. The customary method is to set down the total sales and the total selling expense in dollars and say that the cost of selling is such and such a per cent of the sales dollar. Over-all figures of that sort are usually misleading.

Thus, for one concern the over-all selling expense was 9½ per cent. But when detailed selling costs were worked out it was found that 35 per cent of the customers bought less than \$100 worth of goods a year and that the selling expense for them was 88 per cent. The direct selling expense for those buying \$100 to \$200 was 25 per cent, and so on down as the accounts grew larger. The \$300 to \$500 customers were sold at a cost of 10 per cent, or nearly the average for the business as a whole. Above \$1,000 a year the cost of selling was only 2½ per cent of the sales dollar.

Stopped Going After Every Outlet

As a result of getting this illuminating information, the management promptly stopped struggling to sell every possible outlet and turned its attention to getting volume at a profit. Those customers who bought less than \$300 a year were no longer called upon by salesmen but were handled solely by mail. Only those in the \$300-\$500 group who were so located that they could be economically called on were solicited by salesmen. The selling cost for the business as a whole was halved, and although volume dropped 23 per cent, the effect on profit was notably satisfactory.

Of course, discrimination must be used in weeding out even those customers who are unprofitable.

(Continued on page 102)

This Week—

"**S**TRAIGHT shooters are few and far between among sales executives," says **Charles H. Hatch**, vice-president of Miller, Franklin & Co., Inc., in an article which shows how essential sales cost accounting is in today's selling. There are some examples in this article which will surprise many an executive.

The second article in a series by Andrew M. Howe on the **Liquor Advertising** situation gives inside information, discusses various State laws and how they will affect advertising. Next week secretaries of many States will give more information on this subject of State laws.

"All them old dowagers owe me plenty," said Mike Kezulsky and boom! went a swell idea. One will want to miss **I Cover the Dealerfront**, by a mysterious research man. This tells how the manufacturer who dopes out ingenious selling plans a thousand miles away from the store is sometimes very wet.

On page 40 this week one of our readers throws a bombshell in the general direction of Roger Babson and tells the sage of Wellesley Hills that he shouldn't boost commission only, when it is high time that **Commission Only** be thrown in the discard.

M. M. Lebensburger, advertising manager of **B. Kuppenheimer & Co., Inc.**, a company, by the way, which has been opening up hundreds of new accounts recently because department stores are sick of selling low-end merchandise, and are coming back to quality, tells in his article how a manual for dealers' clerks was introduced and how it worked out.

Sweet old ladies with white curls in lace caps used to play the grand old game of **Parcheesi**. You will never know the connection Ed

Wynn, The Fire Chief, has with this fine old game and how Wynn's advertising of **Parcheesi** with his new game, The Fire Chief, has increased sales 50 per cent over 1932, unless you read the article on page 33.

Is The Rubber Dollar Coming Back? Every manufacturer is wondering. The editor dug out a talk made last year by Professor Warren, who is an expert on a new kind of dollar of which much more may be heard. On page 48.

Who's Afraid of the Big Bad Wolf? asks Bloomingdale's in one of the most sensational pieces of copy which the NRA movement has yet produced.

What happened to **NRA Advertising** in New York City? A big campaign of advertising in New York City was all ready to shoot, sponsors were ready, but something happened. Now an underwriting group has come to the bat and unusual copy will soon appear.

Nash will enter low-price field with a six-cylinder car, to be sold in six or seven models, not under Nash name * * * **National Distillers** fire first gun in extended campaign with a call for temperance and law observance * * * Federal Trade Commission issues rules to clarify **Securities Act** * * * **Small agencies** are organizing Institute of Advertising Agencies of America to draw up code to combat 4A Code * * * Proprietary medicine manufacturers assail **Tugwell Bill** bitterly in meeting in New York * * * **Kelvinator** announces big Christmas sales campaign with contest supported by extended national advertising * * * National Association of **Broadcasters** meeting at White Sulphur Springs make many important decisions concerning future commercial broadcasting * * * **B. B. D. & O.**, who recently got Oldsmobile account, open **Detroit office**.



Soaring with the **BLUE EAGLE**

A SURVEY completed in thirty-eight out of Wisconsin's seventy-one counties shows that payrolls have been increased \$33,580,000 a year as a result of the N.R.A. program.

More than 37,000 persons formerly unemployed have been given jobs in these counties by firms now flying the Blue Eagle. Factory payrolls in Milwaukee are up seventy-three per cent over a year ago!

Smart advertisers are riding the rising tide of business in this vigorous market with exclusive schedules in The Milwaukee Journal—which carried seventy-three per cent of the national lineage in Milwaukee newspapers last month.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

No Mustache to Deceive You

THERE are a certain few advertisers who meet with consistent success, year after year. They are usually out in front, ahead of competition, showing steady sales increases.

Competitors, often bewildered, wonder why they cannot enjoy similar results. Yet, almost blindly, they go on pouring money into advertising and trusting to luck, as though success could be pulled out of the ether in the same manner that a magician pulls rabbits out of a silk hat.

But there is nothing mysterious or occult about successful advertising. It isn't a case of "nothing up my sleeve; no mustache to deceive you." It is simply a matter of knowing your market; of knowing how to key your message to people's interests; of knowing the devices that make people read your advertisement; of knowing how to tell your story in a way that makes the reader buy.

And certainly there is nothing magical about all this—it is simply taking known facts and building them into effective copy.

There is as much difference between one piece of copy and another as there is between two sales-

men. Right in your own selling organization you have seen men come and go. Some of them, perhaps, have been total failures. Some have barely managed to make the grade. Others have been phenomenally successful—with a sales record exceeding that of their fellow salesmen as much as five, seven, and even ten times.

The factors which make one salesman five times as effective as another are alike in men and copy. It takes personality—the ability to get attention and hold it, the sense of the dramatic that induces the prospect to put his signature on the dotted line. These are the things which establish the difference between mediocre copy and good copy, between the order-getter and the order-taker.

In times like these, the order-taker is a luxury few concerns can afford. Certainly no business can afford the luxury of advertising which falls into the parlor magic class, which depends on faith and not on fact to get sales and profits.



RUTHRAUFF & RYAN, INC.

New York: *Advertising* Chicago:

405 Lexington Avenue

360 N. Michigan Ave.

Detroit: 7430 Second Boulevard • St. Louis: 812 Olive St.

Bloomingdale's Advertises the NRA

First with Shirts, Next with Pigs, This New York Store Dedicates Space to the New Deal

WHO'S afraid of the big bad wolf?

Bloomingdale's, New York department store, asked the question in full-page newspaper space last week—and got the answer in a flood of telegrams, letters, postcards, and telephone calls.

If volume of articulate response may be construed as a measure of courage, then the answer is: Nobody!

The wolf advertisement had been preceded by a Bloomingdale page about shirts—and about merchandise prices and industrial conditions. It presented encouraging facts about what the NRA has done for textiles.

The inspiration for that piece of advertising had come from Bloomingdale's merchandise manager, Sidney Reisman, who, enthusiastic about the achievements and the potentialities of the New Deal, had been hoping that New York merchants would make it the theme, in an impressive way, of outstanding effort. Someone had suggested co-operative advertising; but the suggestion never passed the stage of, "Yes, *that's* something we might do."

"And so," Bloomingdale's publicity director, Karl F. Egge, explained to PRINTERS' INK, "we went ahead and did something ourselves. We wrote and ran an NRA page—the page about shirts."

That page, described in PRINTERS' INK last week, attracted attention and drew commendatory comment.

Bloomingdale's management said,

"We'll do another one." And Publicity Director Egge wrote the one about the wolf.

His headline was the title of a Silly Symphonies song. His art-

"Who's afraid of the big bad wolf?"



Silly Symphonies are not confined to Walt Disney. For some time, we Americans were aware of a very silly one. Business, big and little, thought it knew the way to keep the wolf from the door. *Make things cheaper—get the price down—buy for less—all for less*—these were the mantras by which we groped to build our future.

Unfair competition and low wages needed...competition so vicious and wages so low that both the boss and the worker found the wolf just a step from the door. *Silly...weren't they?*



And like No. 2 in the song, we all built a house of bricks. We thought only *deception...cultural oppression—get along without this and without that...and salaries...skipped on advertising—find off help* We were so *co-operative*—*that business fell victorious*.

We discovered something. Politics out of work couldn't buy things—*things*—things which did our hearts to be explained...so need for replacement, so need for manufacturing more. Now the worker and the boss found that the wolf was actually in the door.



This part of our symphony differs from Mr. Disney's A Blue Bird came along...the NRA Eagle...blue in color, but one in spirit. It told all of us...consumers, members, and employees, to get together. It showed us that if we would stop using this little page there would be no wolf prowling around. It convinced employees to agree—to stop our production—to stop unfair competition—to share their lives with more people. It is convincing consumers that the only way to keep the whole country in a lull.

Who's afraid of the big bad wolf? The man in the White House isn't! From a few minutes after noon on March 4, until this very minute, he has set an example of fearlessness and faith. On that day, he dug the foundation. Brick by brick he is building a permanent structure built on common sense, courage and cooperation. No wonder the whole country is singing, "Who's afraid of the big bad wolf?"

Written and published in the interest of NRA and all its needs for by

Bloomingdale's
NEW YORK



work, in major part, was the reproduced work of the Silly Symphonies' suddenly famous creator, Walt Disney; and Disney's producers, the United Artists, cheerfully furnished the original drawings.

As in the original opus, there are three houses. One is of straw. Because of layout limitations, it was necessary for Bloomingdale's to redraw the straw house. The house of twigs was Disney's own. And the original house of bricks, the one that withstood the huffs

A DAILY NEWSPAPER FOR THE HOME



Announcing 25th Anniversary "Review of Progress"

Founded November 25, 1908, The Christian Science Monitor, in observance of its 25th anniversary, will publish each day from November 20 to 25 a special rotogravure section — a "1908-1933 Review of Progress."

As a special souvenir, each subscriber to the Monitor for this period will receive a reprint of the first issue of the Monitor. Six days of exceptional advertising opportunities! Doubled circulation anticipated! For rates, mechanical requirements, or other information, telephone or write nearest office.

THE CHRISTIAN SCIENCE MONITOR

*Published by The Christian Science Publishing Society,
Boston, Massachusetts*

Branch Offices: New York, Detroit, Chicago, St. Louis, Kansas City, San Francisco,
Los Angeles, Seattle, Miami London, Paris, Berlin, Florence

and the puffs of the big, bad wolf—it became the house of NRA, solidly built of wolf-proof stone and wolf-proof cement and coated with wolf-proof paint.

"Silly Symphonies," the copy began, "are not confined to Walt Disney. For some time we Americans were actors in a very silly one. Business, big and little, thought it knew the way to keep the wolf from the door. *Make things cheaper, get the price down, buy for less, sell for less*, these were the straws for which we grasped to build our house."

We built houses of twigs—bought bargains, cut salaries, skimped advertising. But eventually—

"We discovered something. . . .

"A Blue Eagle came along, the NRA Eagle, blue in color, but not in spirit. It told all of us—consumers, workers and employers, to get together.

"Who's afraid of the big bad wolf? The man in the White House isn't! From a few minutes after noon on March 4, until this very minute, he has set an example of fearlessness and faith. . . . No wonder the whole country is singing, 'Who's afraid of the big bad wolf?'

"Written and published in the interest of NRA and all it stands for by—Bloomingtondale's."

Within six hours after the advertisement's appearance, the reactions were pouring in. In small

type, down in a corner, Bloomingtondale's had offered to supply reproductions of the artwork and copy to anyone who wanted to reprint. By 9:30 on the morning of the page's appearance, one request had come in for 1,000 copies of the published advertisement and another for 350 reproductions.

They've been coming in ever since. An up-State post of the American Legion asked for mats to run in local newspapers.

"But perhaps the most surprising result," said Mr. Egge, "is the demonstration of sentiment for the NRA. Obviously, more Americans believe in it than anyone had surmised.

"The letters and postcards bring commendation. But they bring, also, expressions of sentiment, beautifully phrased. One of them, a postcard written in pencil, says this: 'Please accept the congratulations of a poor, simple man.'

"About the shirt advertisement, the executive head of a big business enterprise wrote us: 'I don't need any shirts, but your advertisement is irresistible. Please send me six, size so-and-so.'

"Of course, we couldn't measure this advertising's selling effect. No doubt it has built prestige and gained good-will for the store.

"But we feel that by far its most important result—and one that we hope will come to pass—will be that it will lead other advertisers to do likewise."

Racey Starts Own Service

Erle Racey has started an advertising service under his own name in Dallas, Tex. He was recently with Brennan-Brown-Racey, Inc., and before that with Tracy-Locke-Dawson. Mr. Racey is a former governor of the Tenth District of the Advertising Federation of America.

Directs Anti-Freeze Account

The U. S. Industrial Alcohol Company of New York has appointed the United Advertising Agency, of that city, to handle the consumer advertising of Super Pyro "200" automobile anti-freeze.

Changes Name

With its October issue, the name of *Chemical Markets*, New York, has been changed to *Chemical Industries*.

Has Liberty Baking Account

The Liberty Baking Corporation, operating twenty-one baking plants in the East, South and Middle West, is extending the advertising and marketing of its new loaf, Bell Bread. Hommann, Tarcher & Sheldon, Inc., New York, has been appointed to direct the account.

Carter with Benton & Bowles

John Carter has joined Benton & Bowles, New York advertising agency, where he will work on radio copy and production. He was formerly with the J. Walter Thompson Company in Chicago and New York.

Circulation Group to Meet

The annual convention of the Ohio Circulation Managers' Association will be held at the Neil House, Columbus, Ohio, on October 25 and 26.

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PROBLEM: To reach more industrial buyers without increasing past year's appropriation.

QUICK PEEKS
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AGENCY CALLED IN
*Presents plan, adding
"Factory," that beats
old plan three ways.*

CLIENT has product salable to many manufacturing industries. Sales records showed their first seven industries yielded 68% of volume—all others 32%. Collectively, this latter group of "miscellaneous industries"—entirely neglected on previous schedules—was responsible for 50% more business than the client's single largest market.

Agency put "FACTORY" on new five-paper schedule (instead of previous seven papers) without increasing appropriation. Results—

1. Coverage in client's first three markets materially strengthened and increased by nearly 50%.
2. No part of client's market now unreached. ("FACTORY" reaches all types of manufacturing industries.)
3. Total circulation purchased increased by more than 25%.

To attain effective coverage with economy, a good horizontal publication is necessary on any schedule where a number of industries must be reached.



FACTORY MANAGEMENT AND MAINTENANCE

Published by McGraw-Hill 330 W. 42nd Street New York



HORSE, FOOT *and* MARINES



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These are critical days . . . Business recovery hangs in the balance . . . Unless we win through NOW, the road to tomorrow will be too long.

. . . There never was a time when industry so sorely needed *every* ounce of pressure . . . There never was a day when dependence should so confidently be placed upon those producers of sales which, through a long period of years, have always paid BEST, when anything paid.

NEW YORK JOURNAL

**New York's BEST READ, and therefore,
most INFLUENTIAL evening paper**

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

at last — **THE FACTS**

About Chicago Newspaper Home Coverage

Buying bulk circulation is one thing. Buying Real Home Coverage is another . . . for Real Home Coverage means *staying in the home*. All circulation must be judged by that yardstick.

We have applied that yardstick to Chicago through an intensive survey conducted by Prof. J. L. Palmer of the University of Chicago School of Business. Result: *The Chicago Daily News is BROUGHT INTO and STAYS in more homes in Chicago and suburbs than any other daily newspaper*. We'll be glad to send you a copy of the findings.

NOTE:—To remove any doubt that may have arisen as a result of misleading statements and implications made concerning newspaper Home Coverage in Chicago and suburbs, THE CHICAGO DAILY NEWS WILL DONATE TO CHARITY \$50,000 if any one can prove any substantial inaccuracy in any of the data contained in this survey of effective Home Coverage of The Chicago Daily News.

THE CHICAGO DAILY NEWS

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Liquor Advertising Will Be Illegal in Dry States

Perhaps the Laws Will Not Be Enforced, but Publishers Accepting Copy Even After Repeal Will Be Taking a Chance

By Andrew M. Howe

THE sale and/or advertising of intoxicating beverages in the United States is illegal.

There are, first of all, two specific Federal laws, the Volstead Act and the Webb-Kenyon Act, that give the Government power, if it so chooses, to make trouble for distributors of liquor and publishers who accept liquor advertising. In addition, there are a number of State dry laws. These are worrying magazine publishers particularly.

These State laws, as well as the Federal Statutes, are not being enforced today; but so long as they exist there is always a possibility of some energetic State prosecutor conducting a drive that would prove to be embarrassing to all concerned. And even if these State laws are not enforced, so long as they exist, publishers accepting liquor advertising, and circulating issues containing it in dry States, will technically be breaking the law.

The Volstead Act will die with repeal of the Eighteenth Amendment. The Webb-Kenyon Act, or at least the Reed Amendment to it (which prohibits sending liquor advertising into dry States via the mails) it is hoped will be repealed also. In any event, it probably will not be enforced, according to high Administration officials.

Perhaps it will be. The Twenty-first Amendment that is being ratified by the States now contains a clause prohibiting the transportation or delivery of liquor in dry States. This does not protect the dry States from liquor advertising and the Reed Amendment does. Possibly Congress will want to keep the Reed Amendment in force. Possibly the Government will enforce it. Nobody knows today.

The United States Post Office Department, under the Webb-Ken-

yon Act, before prohibition issued bulletins listing the dry States, counties and townships. This was for the guidance of local postmasters. They were not to accept mail containing liquor advertising and addressed to these dry communities.

The last bulletin was issued on June 15, 1917. These States were listed in this dry list: Alabama, Arizona, Arkansas, Colorado, Georgia, Idaho, Iowa, Kansas, Maine, Mississippi, Nebraska, North Carolina, North Dakota, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Vermont, Virginia, Washington, West Virginia.

The bulletin contained eighteen pages listing the dry counties and townships in *other* States.

The various State laws will have to be repealed individually. Some States have already anticipated Federal repeal and have passed new legislation regulating the sale of liquor "when and if." In other States the legislatures do not convene until late in 1934 or 1935, thus leaving some drastic dry laws in force—unless the Governors call special sessions for the purpose of changing these laws.

A Possibility That Isn't Probable

Dwight H. Brown, Secretary of State of Missouri, suggests an interesting possibility. Missouri has dry laws of its own but, says Mr. Brown, "My understanding is that when the Eighteenth Amendment is adopted, our State statutes will be nullified. This was told to me by the author of the present dry law."

If this is true, the State legal mess will be cleared up with one great swoop. However, several legal authorities with whom PRINT-

ERS' INK has discussed this have expressed opinions to the contrary. They are unable to find any precedent for such a statement. If repeal of the Eighteenth Amendment does nullify the State dry laws, it would seem to follow that it would also automatically nullify all those new liquor regulations which have

("Liquor Can Be Advertised Now," by Andrew M. Howe.) These advertisements must definitely state, according to Solicitor Karl L. Crowley, of the United States Post Office, that the products are to be sold only when legal.

Unless the Government suddenly

WE OFFER

Subject to Federal, State and Local regulations and for delivery after repeal of the 18th amendment.

IMPORTED

LIQUORS

Representing the choice products of leading Overseas Distilleries for whom we are Exclusive Distributors.

BACARDI		
Extra Superior 1873	(Cases of 12 Bottles)	\$30.00
Gold Brand	" " "	25.00
White Brand	" " "	20.00
BRANDY		
Cognac	" "	15.00
Extra Superior	(Barrel of 50 Gallons)	4.00
CHAMPAGNE		
Isabelle Brand	(Cases of 12 Bottles)	44.00
WHISKEY		
Istanbul Brand	(Cases of 12 Bottles)	25.00

Also choice fully aged Whiskies, Cognac, Sherry, Burgundy, Wines, Liqueurs, Creme de Menthe, Creme de Cacao, Rum and other Spirits (Exclusive Distributors Istanbul Brand Liqueurs)

TERMS and CONDITIONS

• Prices do not include taxes and import duties
• Orders will be filled in order of their receipt

ORDER NOW FOR PROMPT DELIVERY AFTER REPEAL

F. P. AGUADO & CO.

EXPORTERS • BROKERS • IMPORTERS

203 N. 10th St. / St. Louis, Mo., U. S. A.

Garfield

5-1-8-5

Newspapers, even in States with dry laws, are carrying advertising which quotes prices for various intoxicating beverages, but delivery, it is always made clear, is conditioned upon repeal

been and are being passed in anticipation of repeal.

Magazine and newspaper publishers, it can be fairly safely stated, will be able to distribute issues containing liquor advertising through the mails, after repeal, without running into any difficulties, unless, of course, Congress decides to clamp down with some new legislation.

As a matter of fact, carefully worded liquor advertisements may be accepted even today, as was explained in PRINTERS' INK last week.

decides to enforce the Reed Amendment, there apparently is nothing that the individual States can do to prevent publications containing liquor advertising from coming in through the mails, even though these States have laws of their own that definitely forbid liquor advertising. Only the Government can enforce the Federal laws. This leaves the individual dry laws of the States the only things to be feared for the present.

The State of Georgia, for example, has a bone-dry Statute now

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to say:

"Every

in effect. John B. Wilson, Secretary of State, tells **PRINTERS' INK** that this law prohibits any advertising in newspapers, periodicals, circulars or otherwise of any alcoholic liquors or beverages.

There can be no change in this law before 1935 unless the Governor should call an extra session.

The question is, will this law be enforced? It is not being enforced today. Publications carrying liquor advertising have already been sold on the newsstands in Georgia.

The situation in Georgia is typical. There are similar dry laws in Kansas, Nebraska, Idaho and a number of other States.

If any of these States should decide to enforce their dry laws, they would have to take action against the local wholesale or retail news distributors, unless the offending publication happened to be published in that State. Georgia cannot prosecute a publisher in another State. This leaves the burden of defense entirely on the local distributors.

In all probability, most of these State dry laws will eventually be repealed. A number have already been taken off the books. If, as seems certain, liquor regulation will be left entirely up to the individual States, then there may be a new crop of laws some of which may apply to advertising.

So far, among those States that have already passed new laws in anticipation of repeal, there is little indication of a desire to restrict the advertising. No one can say at this time, however, just what the State Legislatures will do in the future. Some of the new laws have some very peculiar provisions regarding the sale of liquor, and distillers and distributors are going to need a lot of legal advice if they intend to distribute nationally.

Connecticut, for example, has passed a Liquor Control Act with local option. Under this act any town that so wishes may forbid the sale of liquor in it. This local option applies not only to the sale of liquor but to the soliciting of orders. The law has the following to say:

"Every person who, by himself

or his agent, shall solicit or procure any order for any alcoholic liquor in any no-permit town, or who shall engage in the business of soliciting or procuring orders for such liquor in such town, or shall advertise for



Some publications are accepting liquor advertising now. This is one of the first consumer advertisements of an intoxicant to be run in magazines. The word "whiskey" will not appear in this advertiser's copy until after repeal

or otherwise publicly solicit or invite such orders therein, shall be subject to the penalties provided for in Section 71 of this Act."

It is possible that the courts would rule that this section applies to publications carrying liquor advertising and sold in these dry towns. Certainly, it would seem evident that this section applies to local newspapers and would prevent

them from accepting liquor advertising.

A number of States had local option laws before prohibition. So far as PRINTERS' INK is able to learn, however, no publisher had any serious difficulties in dry cities or counties. As a matter of fact, the Reed Amendment to the Webb-Kenyon Act was passed in order to protect dry communities.

Before taking up the existing liquor laws of the individual States, which will be done in the next issue of PRINTERS' INK, here is a summary of the situation for the benefit of those publishers and advertisers who are asking, "Can liquor advertising be published immediately upon repeal?"

The answer is "Yes." But, as has been explained, the chances are it will be illegal in some States and very possibly in all dry States because of the Reed Amendment.

In other words, there are laws that forbid liquor advertising but these are not likely to be enforced. *The publisher who accepts liquor advertising for publication after repeal must realize that he is, frankly, taking a chance.*

A number of leading publishers have already decided to take this chance. Some others are going to wait until the legal side of it has been cleared up.

If some of the States with dry laws decide to enforce these, or if the Government enforces the Reed Amendment, then it may be necessary for those publications depending upon newsstand circulation to omit the liquor advertising from the copies going into the dry States.

One publisher of a national weekly is accepting liquor advertising for publication today, even before repeal, with the understanding, of course, that the copy shall state specifically that the product will be for sale only after repeal. This magazine will be distributed in every State in the Union. The publisher is going to watch for any possible trouble and if any individual States suddenly decide to enforce their laws then future copies going into those States will not carry the liquor advertising. He does not expect any trouble.

Another publisher of a weekly with national circulation is withholding his decision on the acceptance of liquor advertising until he can determine for certain just what the individual States are going to do.

A third publisher is afraid that the Government may enforce the Reed Amendment and until that amendment is killed he will not accept liquor advertising.

Of course, a great many magazines and newspapers, for a variety of reasons other than the legal side of the question, will not accept liquor advertising regardless of what the States or the Government do.

Because of the widespread interest in this subject PRINTERS' INK wrote to the Secretaries of State of every State in the Union and asked this question:

"Is there any State legislation now in force that would affect the sale and/or advertising of liquor in your State after repeal?"

A digest of the replies will be published next week.

A.N.A. Sets Dates

The Association of National Advertisers will hold its twenty-fourth annual meeting at the Wardman Park Hotel, Washington, D. C., on November 13, 14 and 15. Part of the meeting will be for members only and for certain invited guests among buyers of advertising who are not yet members of the A.N.A. Other parts will be open to invited agents, publishers and other sellers.

Has Remington Arms Account

The Remington Arms Company, Bridgeport, Conn., has appointed Batten, Barton, Durstine & Osborn, Inc., as advertising counsel.

Chabot with Ramsay

Charles Washington Chabot, for eighteen years associated with the Hammermill Paper Company, Erie, Pa., as advertising manager and, more recently, as vice-president in charge of distribution, has joined the staff of the Robert E. Ramsay Organization, Inc., New York. He will head a department of new business.

Starr Joins Erwin, Wasey

Graham Starr, at one time with N. W. Ayer & Son and more recently associated with Young & Rubicam, Inc., has joined Erwin, Wasey & Company, New York, in an executive capacity.



Sworn statements filed with the U. S. Post Office in accordance with law, show the average daily paid circulations of Chicago's evening newspapers for the twelve months' period ending September 30, 1933, as

CHICAGO AMERICAN

428,539

SECOND EVENING NEWSPAPER

403,981

THIRD EVENING NEWSPAPER

154,335

The CHICAGO AMERICAN Delivers

More CITY Circulation More COUNTRY Circulation

More SUBURBAN Circulation More TOTAL Circulation

Than Any Other Evening Newspaper

CHICAGO AMERICAN

a good newspaper

Now in its 13th Year of Circulation

Leadership in Chicago's Evening Field



National Representatives: RODNEY E. BOONE ORGANIZATION

Average daily paid Circulation September 1933: **455,155**



4500 miles

of piece goods!

A conservative estimate establishes this average figure: 20 yards to a family in well over 400,000 homes.

Response to dress patterns offered in the American show the unusual strength of this market for piece goods—

of piece goods!

A conservative estimate establishes this average figure: 20 yards to a family in well over 400,000 homes.

Response to dress patterns offered in the American show the unusual strength of this market for piece goods—**143,000 patterns and pattern books sold in 1932!**

No other newspaper in Chicago, according to the last comparative figures, equals the American's pattern volume *although the American's patterns are sold at a higher price.*

Why should Chicago American families furnish such a tremendous market for this merchandise? The reasons are logical.

Readers of the American are younger. Parents under 40 have more young children. For younger children, mother's hands are busier making many of the things they must have.

Then, too, these younger Chicago American women go more, require more smart clothes. Joyce Fenley's fashion ideas, stunning dress patterns appeal to women who seek individuality in dress.

More than 400,000 Chicago American families will spend at least \$500,000,000 for merchandise in the next twelve months.

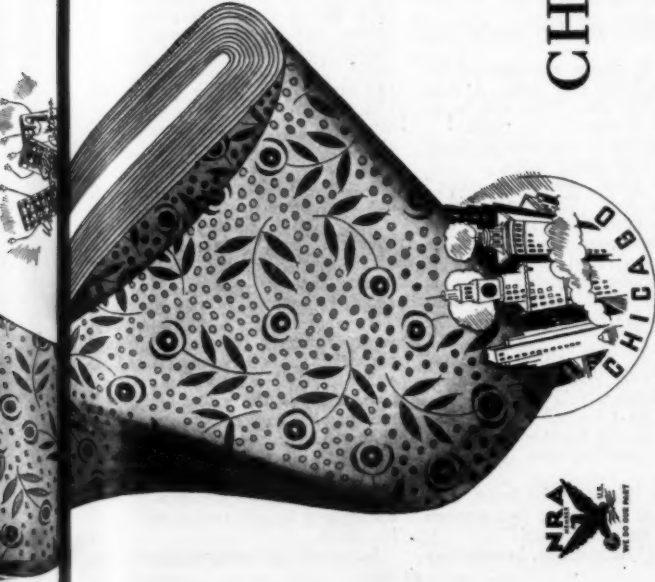
Aggressive use of the American will yield a generous share of these enormous purchases of merchandise.

CHICAGO AMERICAN

a good newspaper

Now in its **THIRTEENTH YEAR OF CIRCULATION LEADERSHIP** in Chicago's evening field

National Representatives: **Rodney E. Boone Organization**



I Cover the Dealerfront

The Lowdown on What Is Sometimes Called "Rubbing Elbows with the Trade"

By a Researcher

IT is my job to pester the dealers. I put in five or six hours a day (in clear weather) asking questions which, to them, are inordinately silly, to my employers of some significance, and to me all in a day's work—take it or leave it—and I'll take it, thanks.

I walk into Joe Dealer's store and find him scanning a circular. He looks as though his wife had been nagging him overtime, NRA or no NRA, and in his eye is the gleam of a prospective comrade about to embrace Stalin as the last straw. In the circular he has discovered that the chain stores are selling "Ease-all" ointment for 59 cents, less than the price he has to pay for it.

"Good morning, Mr. Dealer," I greet him. "I'm from the *Oskatoona Morning Milk-Gazette*. We are making a check-up for the Ease-all Co."

"Are there any free goods?" he asks.

"They are doing a wonderful job of advertising this fall," I continue. "Yes, sir. They are backing their dealers to the limit."

I show him a portfolio of beautiful ads and dealer helps.

"You guys are all alike," grumbles Joe. "You are either from the newspapers or some fool agency, and you want to sell me goods I don't need, or ask a lot of fool questions, or stick a poster on my clean windows." (His windows haven't been clean since the last rain.)

"How is 'Ease-all' going now, Mr. Dealer? Are you still selling more 'Burno-salve'?"

"How do I know?" replies Joe. "When I'm out I order more. You can't sell anything now. Ten years ago—"

I know this story by heart. "Do you find it is moving fast enough at the price of 75 cents?"

"Price!" he screams, brandishing

the circular and climbing over the counter. "Price! Look at this! Here! Less than I can buy it for!"

Only the entrance of a customer snatches him, in the nick of time, from a stroke of apoplexy. While waiting for Joe to make a sale and cool off, I notice that last week's dust reposes on his back shelves, and that his superficial sweeping has not displaced the grime at the base of his soda fountain.

Mr. Nelson Up the Street

Two blocks up the street his nearest competitor, Mr. Nelson, is more alert. He will discuss intelligently the sales and merchandising of any item in his stock, reveal why he pushes some products and refuses to sponsor others.

When Mrs. Winters comes into the store and asks, "What do you have for a cough, Mr. Nelson? Johnny has an awful frog in his throat," Mr. Nelson will recommend "Nobarko" because it is a fast-mover with a fair profit and lots of gunpowder advertising behind it. He will also suggest a chest-rub for Johnny at the same time. Mrs. Winters will remember the name "Nobarko" because she has seen the advertising.

Mr. Nelson doesn't lose sleep over the chain stores. He is not afraid of the big, bad wolves who flaunt cheaper prices. He has adopted some of their methods. Ten years ago he would hand you what you asked for and talk about yesterday's ball game; today, either directly or through attractive displays, he calls additional merchandise to your attention. The chains have made a merchant out of him, while Joe Dealer is still a storekeeper. The chain store has brought increased business to his corner and he will undoubtedly get his share.

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in large cities and selling and research work varies accordingly. The good-natured Polska Apteka and the Deutsche Apotheke are amenable to methods of merchandising to which the brisk store on the avenue is not. Their fellow tradesmen, the grocers, also differ in their conduct of business. Last spring the "Cheezy Cracker Co." brought out a new product and opened up with a large schedule of advertising. I entered the store of an Italian grocer with a box of "Cheezy Crumples" in one hand and a poster bearing the picture of a pulchritudinous brunette in the other. After a few moments of comment, largely unprintable, Sam Filiasole bought two cases of crumples and demanded a date with the girl.

Once, while merchandising a certain brand of soap chips, I called on a preferred-list grocer located in an exclusive neighborhood. In the advertisement to be run were the pictures of six dowagers, all of whom resided in his vicinity. My object was to paste the ad in the dealer's window if he stocked the product; if he did not, to sell him a case or two and paste the ad in anyway. This grocer, a somewhat testy individual by nature, stocked the merchandise. Laying the reprint before him, I asked permission to place it in his window. He scanned the pictures of his neighbors, and suddenly his eyes blazed. "Get out of here with that thing!" he shouted. "Half of those old hats owe me for six months' groceries! And you want me to hang them up in the window!"

I once called on his competitor across the street with a color page of something-or-other.

"I am going to put this up in your window, Mr. Bestor," I informed him.

"You do, and I'll throw you right through it," he replied.

So I left the store.

Sometimes, for a change of atmosphere and a little-local color, I wander into the Negro districts.

One of my friends, Benjamin Johnson (colored), runs a fish-market-delicatessen. He has a casual employee, named Paul, who

stands swaying back and forth to the music all day, eating crackers. Sometimes Ben throws him a fish. For running errands Paul gets a nickel, for waiting on customers during the rush hours he gets his supper. He is notably lazy, even in a district in which shiftlessness is not a cardinal vice. One day when business was brisk and Paul still swayed at the counter waiting for Ben's voice to galvanize him into motion, two coffee-hued girls entered, and one said, "Paul, did you see that new policeman down at the corner?"

"He come to 'rest Paul for vagrancy," cackled the other.

"Paul ain't vagrant. Paul likes work," offered another customer. "Paul kin set aroun' all day watchin' people work."

"Sometime he even dream 'bout work."

"Then he fall out o' bed."

Paul smiled and hummed and swayed. The customers broke into mirth, and this is the reason that Ben gives Paul his supper. He is a drawing-card. The customers come to Ben's store to poke fun at Paul. There are smart merchants to be found in the oddest places.

There are manifold compensations in selling and merchandising other men's wares. A few weeks ago a brewery ran a big wad of advertising. First, a general beer survey was to be made; next, a specific canvass to sell the beer in conjunction with the brewer's salesmen. I worked the Bohemian district—before I finished I was a good Bohock. But I had found it necessary to buy several steins of beer to get the information I needed and induce some of the tavern-keepers to try the beer I was selling. At the end of the week I turned in to my boss an additional \$4 item for expenses.

"What's this for?" he queried.

I explained about the beer I had had to buy.

"It's for good-will," I assured him.

"That's all right this time," he said, "but from now on I will buy all the good-will we need around here."

*In a letter to
leading manufacturers
and advertisers . . .
General Johnson recently said:*

"There has never been a time when the public was so alert for news as now. Events have moved so rapidly that people would be completely ignorant of what is going on if they did not closely follow the press.

"This tremendous public interest in *news* can be capitalized by American industry. And the way to do it is to place the news about a good value or a good product side by side with the other news of the world."

**Business Week is all news
. . . Business News**

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A Sales Help That the Dealer Asks For

Informal Booklet of Selling Facts, Sent Only on Request,
Brought Results

By M. M. Lebensburger

Advertising Manager, B. Kuppenheimer & Co., Inc.

OVER a period of years Kuppenheimer has employed a multiplicity of types of informative material for the purpose of educating the retailer and his salespeople. Chief among these has been the seasonal booklet describing each model and fabric and emphasizing the selling points he should put across to his customers. This material contains such supplementary information as how to fit customers, how to overcome price objections and how to keep a record of sales and profits.

A monthly house magazine has been employed to maintain a direct contact between manufacturer and retail salesmen. This publication contains new promotional ideas, news of the trade and serial articles on the subject of retail salesmanship.

Recently, a salesmen's catechism has been prepared which presents most of the common questions and arguments heard from clothing buyers as well as the most convincing answer to be made to these arguments.

Movies have been used showing actual tailoring processes. These have been routed to the retail stores and shown before the salesmen. Contests have been carried on offering rewards for the best accounts of retail transactions in which strong sales resistance has been overcome.

Material Has Not Been Assimilated

However, in spite of the continual effort made to train retail salesmen, evidence persisted that the material made available to them was not being digested. Representatives on trips throughout the territories returned with stories of salesmen being unprepared to meet

price opposition. While many used the material sent them, the majority failed to comprehend the value of the information and gave it a cursory reading or ignored it entirely. The main problem was that even when the information was studied, it was not assimilated sufficiently well to be applied in actual selling experience.

The fault seemed to lie in the salesman not being aware of the value of the material which reached him. Believing this, we tried an experiment by which this type of salesmen's help would be distributed only on request of the individual salesperson. The results should be illuminating to anyone who has the problem of furnishing dealer helps in a way that is at once effective and economical.

An Information Manual Used as a Test

The particular material selected for this trial was a complete manual of all information about Kuppenheimer fabrics, tailoring and styling, with which the salesman should be familiar. This manual also contained information which would give the retail salesman some little background in the clothing industry. This included an outline history of the clothing industry in America, a simple analysis of the factors entering into a clothing transaction and a brief, giving comprehensively all of the selling points by which high-grade men's apparel is successfully marketed.

The booklet was intended to be highly informal and personal. It was not printed, but duplicated on standard-sized correspondence sheets. These sheets were covered by a colored parchment paper and the various subjects were classified

by using sheets of contrasting tints. The purpose of this was to make the work look as little like a text-book as possible, on the supposition that if this information was presented in a way which would appear to be something personal for the individual salesman rather than printed material which he had to study, it would be more successful.

The manual was introduced to the retailer and his salespeople in two ways: Quarter-page space was used in the house magazine, saying that such a book was available and would be sent on request. Two hundred and thirty-one individual requests were received after this first insertion. A month later, the second insertion of the same size brought 172 requests. The third insertion resulted in 180 and the fourth, sixty-five. In addition to this, our salesmen wrote personal letters to their own customers, mentioning the book and recommending that they write for a copy. As a result of these letters, more than 100 requests were received from dealers asking for copies for their sales forces.

The experiment proved several very significant facts. The number of requests indicated unmistakably the latent interest existing in the minds of the salesmen, their curiosity regarding clothes making and their ambition to improve their own knowledge.

Requested Material Read More Carefully

The second thing proved—and this is extremely important—that a manual distributed only on request is read more carefully than the same thing distributed indiscriminately. The spontaneous, unrequested letters from salespeople testified to this: "I feel better equipped to meet opposition." "I didn't know how ignorant I was about the advantages of quality clothing." "... have been in business forty years and never knew how much there was to know about the clothing business." "It gives any reader a greater confidence in the product and a higher respect for the concern which pro-

duces it." "I'm insisting that all the boys in the store read it." "Careful reading of all these details assures me of our de luxe standing in the retail clothing industry."

The consistency with which the house publication articles brought response indicates that the whole flock can't be brought down with one shot. Either a high percentage of readers missed the original articles entirely, or they may have read the items and needed repeated suggestions to bring them to any kind of action.

Choosing Stimulating Headlines

As a point of interest, the headlines of the advertisements introducing the manual contained entirely different appeals. The first had "To Sell More, Tell More," the second, "Information for Salesmen," third, "Salesmen, Have You Read This?", fourth, "It Took Eight Months to Compile These Facts." The sharp decline in requests as a result of the fourth article might perhaps be attributed to the vagueness of the headline it used.

Although much more elaborate and more carefully prepared booklets conveying the same information had been sent out repeatedly in the past, nothing else which has been done for this purpose brought the response, the evidence of thoughtful reading and the actual application that can be claimed for this manual. To the minds of those who worked on this project, it proved something rather definite about dealer helps and, particularly, the training of retail salesmen.

It is a manufacturer's function and a vital one to educate the salesman so he will be able to compete successfully with the store that sells inferior merchandise at a low price. The salesman in a low-priced store does not require such thorough knowledge of his product nor such a high degree of sales ability, which are absolutely requisite of the salesman in the store selling standard merchandise.

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A Little on the Subject of Writing New Pages into Old Histories

There has been quite a lot of excitement recently emanating from Washington and reverberating throughout the land.

We have a Donald Richberg, saying in effect over the radio that "it's foolish to talk about a future revolution: we are in the midst of a revolution now."

We have the Whaley-Eaton Service, a confidential news service to business men, saying in one of their bulletins regarding affairs in Washington: "It is a war-time Capital, as men swarm in the hotels and Government corridors, trying to find out what it is all about and what will happen to them and their interests. Many seem faintly to grasp that a revolution is in progress, perhaps the more real because it is under cover of regularity."

And so the news and the noise of this revolution, if you want to call it such, goes racing over the ether and the wires as a startling event, when all that President Roosevelt has done is to put some pep into an economic and social change that has been going on now for over a dozen years.

It somehow brings back the old story of the Dramatic Coach who tried to pep up the Yale Dramatic Club. You remember, this Coach had a slow, good-natured football player for the hero of his play. At the climax of the play when the pistol went off and the hero was shot, this good-natured chap with a grin on his face would invariably drawl out, "My—God—I'm—S-h-o-t."

Something had to be done to pep him up. So on the opening night the Coach loaded the pistol with pepper and salt. The climax came. The pistol went off.

(Continued on next page)

The hero started his usual, "My—God—I'm—S-h-o-t." Then, suddenly clapping his hands to the seat of his pants, he yelled out,

"Oh, my God, I am shot."

★ ★ ★ ★ ★

This revolution, if you want to call it such, has been going indolently on for a long time. Apparently all Coach Roosevelt has done is to stand in the wings and load his pistol with pepper and salt. But that was enough. For good-natured business America has been running around ever since with its hand on the seat of its trousers and yelling its head off.

As a matter of fact, this particular revolution that we are all so excited about was really started by Henry Ford (or at least he was one of the first to start it) over ten years ago.

Ford began paying higher wages than he had to—higher even than his workers ever hoped to get.

It is hard to think of any greater revolutionary act than that in a capitalistic era. If he had tried this even twenty years earlier, some of his friends or relatives would have had him put away where he couldn't do any more harm.

But Ford was making too many automobiles. He had to have wider markets. He hoped by doing this, and persuading others to do it, to create those wider markets. And others saw the idea, and followed. Before long, literally thousands of substantial manufacturers were complacently accepting and even proposing higher wages and shorter hours.

Here at True Story Magazine, we saw all this and recorded it in pages similar to this years ago.

Mass Production had become the new phenomenon in American affairs. Mass Production axiomatically had to have Mass Consumption. And the only place you can get Mass Consumption is from the Masses.

★ ★ ★ ★ ★

Since sixty-eight per cent of the people of America belong to our wage-earning masses, so sixty-eight per

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cent of our Mass Production of America just had to go to those wage-earning masses. It couldn't go any place else.

When prices went down, wages went down. But the ratio of consumption remained the same. It couldn't be otherwise. Your moneyed classes didn't go in and buy fifty tooth brushes or fifty automobiles just to keep the mass production under way.

Now that we want more mass production, we propose to raise wages, shorten hours and put millions more people to work. Thus making our wage-earning masses even a greater market than ever before; and thus adopting the most revolutionary policy of all.



But what are we to do? If we tried to go back to the old "economic aristocracy" which used to be our market, every member of that economic aristocracy would have to stand and buy new tooth brushes every ten seconds of the day every day in the year, just to keep up with our present tooth brush output. They would have to buy new razor blades every twenty seconds, new shirts or socks or underwear or collars or ties every five seconds and new automobiles at least every two months.

Their wives would be worse off. They would have to buy some kind of kitchen cleanser every two seconds, coffee every two seconds, stockings or shoes or undies every five seconds and dresses every three minutes at most.

The "dollar value" of any of these commodities before we had a mass wage-earner market is the best evidence of these facts.

So, you see we just had to have a revolution of some kind. But after all, revolutions are not bad, except for those who become shot. In fact, throughout all history, on the whole, they have been rather good—except for those who became shot. And, since in this one, quite evidently nobody is going to become shot, why worry?

True Story Magazine with its great wage-earning mass of writers and readers can assure you that the overwhelming majority of the American wage earners are watching the progress of these changes intelligently, and are more than willing through ready expenditures to continue to be the great mass market you are looking for. True Story Magazine, 420 Lexington Avenue, New York, N. Y.

Worcester, Massachusetts**Speaking of VARIED Industries—**

At West Brookfield, near Worcester, lives a farmer who owns land singularly ill-adapted for beans or buckwheat. So he raises buffalo and other wild animals. He has made money—built a world-wide reputation. In 35 years he has never seen a month when he was able to fill all orders on hand. This man is one of many Worcester county farmers who in one way or another have cashed in on Yankee ingenuity.

The buying power produced by Worcester county's 1,144 industrial plants is augmented by the buying power produced on Worcester county's 4,943 farms averaging over 88 acres in size. **Worcester county ranks third in New England in value of agricultural products per acre.**

The men who produce this wealth are for the most part specialists—specialists in fruit, market gardening, dairying, poultry raising—shrewd, modern-minded men quick to sense the value of anything which will make their work easier or their homes more comfortable.

Population of Worcester 195,311; city and retail trading zone (ABC) 433,287.

Of all families in Worcester and throughout the retail trading zone which everyday receive in their homes a Worcester newspaper

85% Read the Telegram or Gazette in Their Homes Regularly—Six Days Every Week.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

A 66-Year-Old Product Fights It Out with a Newcomer

When a New Game Threatened Parcheesi's Popularity, It Was Decided to Let Them Stage a Public Battle

By Eldridge Peterson

WHAT is a manufacturer to do when a staple item that has been on the market sixty-six years is suddenly challenged by a newcomer in the line? This was the problem that faced the Selchow & Righter Company, manufacturer of the good old game of Parcheesi, when it introduced Ed Wynn's new game called The Fire Chief to the trade early this summer.

Through the years in which it grew in favor, sales of Parcheesi rose steadily with only a slight dip here and there. The last few years, however, which have seen bagatelle, backgammon, bridge and puzzles grow increasingly popular, have offered strong competition.

This type of competition the company met by revamping Parcheesi, getting up a new set of rules, packaging it attractively and offering it to the adult market under the name of Club Parcheesi. The new Club Parcheesi was advertised and made a successful appeal to the adult market.

This year a new type of competition set in when the manufacturer introduced a new board game called The Fire Chief. This game, built around the flash, color and popularity of Ed Wynn, created so much interest when shown at the Toy Fair that it threatened to crowd out the old stand-by, Parcheesi, in popularity with the buyers. That was until the company's advertising agency conceived an idea, which would not

only stimulate sales of the old game, but introduce the new game in quick time.

What the company decided to do was to let the two games battle it out for themselves before the public.

..... *They're off!*

Ed Wynn and Graham McNamee

Selchow & Righter Co. announces a NATIONAL PRIZE CONTEST

"WHICH GAME DO YOU LIKE BEST?"

"Parcheesi" or "The Fire Chief"

\$200 in CASH

25 OTHER PRIZES

For the best letter on the subject
Anyone can enter
Write for details today

..... **WHAT A CONTEST**

WHAT AN OPPORTUNITY FOR YOUR CUSTOMERS TO "GET IN" ON THE FUN AND CASH PRIZES—AND YOU "GET IN" ON THE PROFITS

Here's the story: Parcheesi and The Fire Chief are the two most popular board games in the world. Both are played by millions of people. Both are profitable. Both are fun. Both are easy to play. Both are... (text continues in small print)

HERE ARE THE TWO GAMES:

SELCHOW & RIGHTER CO.

Ed Wynn and Graham McNamee carry their argument into this broadside to the toy trade

This battle takes the form of a contest offering \$200 in cash and twenty-five other prizes for the best letters on "Which Game I Like Best—'Parcheesi' or 'The Fire Chief.'" Inasmuch as Ed Wynn's name was being featured as the sponsor for the new game, the company looked around for someone to take the other side of the argument in order to start the

contest rolling. Who more likely than Graham McNamee, who has argued so long over the radio with Ed Wynn? McNamee was a friend of one of the executives of the company and also a Parcheesi fan, so he made an admirable defender of the old game.

Consumer advertising, centering around the contest idea, begins October 20 and will continue until Christmas. Effective small-space advertisements will appear in a list



① FIRE CHIEF PARCHESHI ①

A Nation-Wide Prize Contest! With \$200 in cash and 25 other prizes for the best letters on "Which Game You Like Best—Parcheesi or The Fire Chief". America's two most popular children's board games that everybody is playing. See them. Play them. Get full details at your dealer's or direct. Contest closes January 10, 1934. Seitchow & Richter Co., 201 Fifth Avenue, New York City.

Balloon conversations feature the consumer advertising

of magazines, including general and class publications reaching both adults and children. These advertisements will use balloon conversations between Ed Wynn and McNamee. In one of them Ed Wynn says, "Oh, Graham! Why don't you admit you're wrong. You know my Fire Chief Game is best." To which McNamee replies, "No, Chief. There's one game that will outdo yours—that's Parcheesi. This contest will prove it." In order to reach the child market somewhat more directly, some of these advertisements will be varied to feature similar banter between Jackie Cooper, the motion picture child actor, and others.

Very few games receive the backing of a national advertising campaign. So here, with a drive built around a stimulating idea, was something to go to the trade with and a thorough job of promotion has been done in this direction.

Double-spread business-paper advertising and broadsides to a list of 4,000 buyers of toys and games have been the main means of telling the toy trade about the efforts behind and the profit possibilities in pushing Parcheesi.

In all of this promotion to the trade, the personalities of Ed Wynn and Graham McNamee and their balloon conversations strike a stimulating note as they argue back and forth over the superiorities of their favorite game in the contest. The first broadside to the toy field took the form of an announcement of the contest and offered free a novel window display featuring the two sponsors. The second broadside was designed so that it could be used in store windows to attract people's attention to the contest. The third broadside laid emphasis on the national advertising that was being put behind the idea.

As soon as plans had been completed for this trade promotion, salesmen of the company were called into the home office and the whole idea was explained in detail to them so that they could give their customers an opportunity to get in on the profit possibilities of this promotion.

The response of the salesmen and the interest that the advertising has aroused have shown results even now when the promotion program is still in progress. One of the most gratifying results is that lost accounts are returning to the fold. Last year the number of lost accounts numbered 600. Since promotion on the new contest idea started going out, 100 of these have returned to the company's books, one business-paper advertisement alone accounting for the resurrection of six of these outlets that had been listed as lost.

The response of department stores has been equally lively, a number of them having seized upon the dramatic aspect of the contest idea as something around which to build their game departments, which are expanded at this time of the year in preparation for Christmas trade. Department stores in Boston, Chicago, New York and

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MORE INCREASES!

The Motor Vehicle Fuel Tax Report for the state of Indiana, September, 1933, lists the following increases:

Total gallons of Petroleum products reported during September (August period), 1933, shows a gain of 1,987,582 gallons, or 4.6% over the same period in 1932.

Total Motor Vehicle Fuel Tax collections during September (August period), 1933, shows an increase of 5.2%, or \$89,383.79 over the same period in 1932.

Marion County (Indianapolis) accounts for approximately 14% of the State totals in Motor Vehicle Fuel Sales and Tax collections.

The Indianapolis Auto Trade Association reports new car sales in Indianapolis for the month of September, 1933, as 849—a gain of 90%, or 404 registrations more than the same month in 1932.

The Indianapolis News gained 42% or 36,822 lines in total Automotive linage during August and September, 1933, over the same period in 1932.

Authentic reports of "increases" in the Indianapolis Radius clearly indicate the ability of this great market to benefit from any upward trends.

And The Indianapolis News, every day, is demonstrating its ability to sell this market profitably and economically for its advertisers.



THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 East 42nd St.

Chicago

J. E. Lutz, 180 N. Michigan Ave.

Baltimore are planning game weeks and other promotion around the contest and the manufacturers are planning to have a leading store in each town sponsor similar weeks and promotional efforts.

A third result has been the opening of new outlets. Drug stores have seen possibilities in featuring the games and the displays built around them while book stores and even hardware stores offer them-

selves among suggested outlets.

With the campaign just getting under way, sales of the company are reported as equal to those of last year with the result that the company has set its quota at a 50 per cent increase over 1932. Thus the good old game of Parcheesi and the newcomer, The Fire Chief game, are helping each other in mutual advantage to meet modern competition with modern methods.

Broadcasts to Salesmen

IN advance of renewal of "March of Time" broadcasts, which Remington Rand, Inc., is sponsoring, wire hook-ups were made to thirty-two cities in order to acquaint salesmen with the program and to get them to promote it among their friends and the public, generally.

The special broadcast was in "March of Time" style, with script covering the importance of the addition of this radio activity to the company's advertising program. C. F. Price, vice-president and chairman of the general sales committee, spoke and a message from J. H. Rand, Jr., was read. In

addition, the radio stars who impersonate Roosevelt, Hoover and Smith were heard impersonating those characters.

The program is being promoted in the company's house magazines, letters to stockholders, inserts in the pay envelopes of 15,000 employees, folders for distribution to prospects and customers and through newspaper advertising. *Time* also advertised renewal of the broadcasts and carried a feature news story on the event.

The series of broadcasts will continue for thirteen weeks and, it is reported, will cost upwards of \$6,000 for time and talent.

"Esquire" Appears

Esquire, described as a "quarterly for men" is introduced with an Autumn number this week. According to the publishers it "aims to become the common denominator of masculine interests, to be all things to all men."

It sells for fifty cents a copy, has a type page size of 8 3/4 by 12 inches, and is published at Chicago by the Esquire Publishing Company, an affiliate of Publications Management which also publishes *Apparel Arts*, *Fabrics and Fashions* and *Home Furnishing Arts*. Its editor is Arnold Gingrich, previously editor of *Apparel Arts*.

David A. Smart is president of both publishing companies, with headquarters in Chicago. William Hobart Weintraub is vice-president and Eastern advertising manager, with offices in New York.

Detroit Office for Meredith Publishing

The Meredith Publishing Company has opened a Detroit office. Luke E. Miller will be office manager and represent *Successful Farming*. H. L. Belke will represent *Better Homes & Gardens*.

Cheltenham Designer Dies

Ingalls Kimball, designer of Cheltenham type, died on October 16, at Mount McGregor, N. Y., aged fifty-nine. The name for the new type, which was designed in 1902 and which is one of the most popular type faces, was taken from the Cheltenham Press which Mr. Kimball founded in 1897. He left the field of publishing for that of insurance and finance shortly after, and since 1921 had been with the Metropolitan Insurance Company of which he had been director of group annuities.

Dunham Agency Resumes

The John H. Dunham Company has been re-established as a general advertising agency at Chicago. John H. Dunham, who headed the organization of the same name which was founded in 1921 and continued a number of years thereafter, is president of the new agency. Offices are at 333 North Michigan Avenue.

Heads Dill Sales

Herbert Slifer has been appointed general sales manager of The Dill Company, Norristown, Pa., pharmaceutical products.

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In BALTIMORE--

--THE EVENING SUN
Oct. 11, 1933

**PAY ROLLS, JOBS
SWING UPWARD
IN SEPTEMBER**

**Gains Over August Break
All Previous Records
Here**

**NEW INVESTMENTS
TOTAL \$1,015,500**

**Employment, Salary In-
creases Up For Sixth
Straight Month**

Coincident with an Association of Commerce report for September showing that new investments in Baltimore industrial plants totaled \$1,015,500 the office of the Commissioner of Labor and Statistics reported today that employment and pay rolls in factories in the State had broken all records for September gains, compared with those of August.

It was the sixth successive month that increases were made in both employment and pay rolls. The former moved ahead 5.5 per cent. and the latter 9.7 per cent. In the ten years the Commissioner of Labor and Statistics has been keeping records these are the greatest gains reported for September over the preceding months. The reports are dated as of the fifteenth of every month.

**THE
SUNPAPERS
in Sept.**

**Daily (M & E)
267,464**

How Detroit Advertisers Employ Their Newspapers

Eventually some store has to handle the article you manufacture. Unless you are one of the smaller group of manufacturers who markets its own products you must rely on a store to reach the consumer. Hence it is of the utmost importance to know how stores choose their media, what newspapers they select to sell their goods and yours.

Media Records divides all retail advertising into 24 classifications, 13 of which are distinctly retail store classifications—merchandise sold from stores. In Detroit during the first nine months of 1933, The Detroit News led in 8 of these 13 retail classifications, the second newspaper led in three and the third newspaper in two.* The relative leadership of the three newspapers is significant to advertisers who want to sell America's fourth market and who wish to do so economically. You can cover Detroit adequately by concentrating in the one newspaper that reaches the greatest purchasing power. That's what Detroit stores do. They know the Detroit market.

The Detroit News was again among the first five newspapers in total advertising in the United States for the first nine months of 1933.

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The relative importance of the three Detroit newspapers judged by leadership in retail store classifications.

★ The Detroit News Leads in

Classification	Linage
Boots and Shoes	122,537
Clothing Stores	761,400
Department Stores	2,835,976
Drug Stores	170,324
Electric Appl. & Suppl.	26,508
Furniture & Household	350,622
Grocers	281,162
Sporting Goods	16,252
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	4,564,781

SECOND NEWSPAPER LEADS IN

Jewelers	132,716
Musical Inst.	95,022
Radio	23,753
	<hr/>
	251,491

THIRD NEWSPAPER LEADS IN

Book Stores	1,318
Stationers	1,239
	<hr/>
	2,557

The Detroit News

THE HOME NEWSPAPER

New York
I. A. KLEIN, INC.

Chicago
J. E. LUTZ

Member Major Markets and Metropolitan Sunday Papers

Paying Salesmen with Commission on Sales Can't Be Justified

Factory and Office Workers Get Salary; Why Not the Men Who Sell the Product?

HAWTHORNE, CALIF.

Editor of PRINTERS' INK:

May I refer for a moment to Roger Babson's article, in your September 14 issue, wherein is quoted an example of 200 applicants responding to an advertisement for salesmen and 150 of these refusing to consider such employment *when they learn that the remuneration is on a commission basis?* Also the further illustration that, of the ten men hired as salesmen, five will last only a month.

This picture almost constitutes an indictment of the average salesman's ability or willingness to work (put his ability to the test). Personally, I do not believe that Mr. Babson's illustration, however apt and typical of the general situation, should be so construed, but is rather a timely revelation of the unfair method of compensating salesmen—unfair in comparison with other classes of employees. The factory workers, the office employees, the laboratory and technical staffs, also the management, all receive salaries; but the hard-working salesman receives only a commission—often small.

It is my humble opinion that the salesman should receive a stipulated, adequate-standard-of-living salary—and commission or bonus compensation, in addition, as an incentive to greater, more resultful effort. (Surely, the salesman—as well as the laborer—is worthy of his hire.)

If the principle of salesmen on a salary basis was generally adopted, it is quite reasonable to expect that a much higher type of man power would respond to the call for salesmen and, likewise, a larger number of eligible men would consider more seriously making salesmanship their life endeavor. At present—perhaps due

to recent depression years—the ranks of salesmen are cluttered with the debris from every other vocation, calling and profession; men who have turned, or are turning, to salesmanship as a last recourse in a final desperate effort to provide a living for themselves and their families pending the restoration of normal conditions in their own respective fields or industries, to which they hope ultimately to return.

Experienced salesmen are entitled to salary consideration, just as much as any other class of employee. For, on every call made by the salesman, he is advertising the manufacturer he represents, advertising that distributor's proposition, and advertising the merits of the producer's merchandise, whether he gets an order or not. Such advertising and sales effort, done by the field representative on behalf of the manufacturer, should be paid for—and willingly. Personal solicitation work by the distributor's representative on either dealers or consumers is equivalent to any other type of advertising and selling effort. It should, therefore, be compensated for on a fair and equitable basis . . . and not solely on the basis of orders received.

An Advertising Analogy

One doesn't (cannot) contract for advertising space in reputable media on the basis of results obtained by the advertisement. Manufacturers and distributors, either of commodities or services, do not expect to pay for advertising space on a percentage-for-every-order-obtained basis, and yet they sternly adhere to the unfair, antiquated and "depression era" method of commission for their salesmen. When one also bears in mind that the salesman is the producer's per-

sonal representative, the manufacturer's own ambassador, who has the power and opportunity to build either good-will and sales results or ill-will and sales resistance, then the commission basis of remuneration does seem to be entirely without justification.

When a manufacturer uses a poor advertisement, or one that doesn't "pull," in any specific territory, he discontinues running that particular message and substitutes another. But, he has to pay the proprietor of the advertising medium for the space so used, whether the effort was resultful or not. He doesn't refuse either to pay less or nothing because such advertisement failed to produce in the anticipated manner.

As a matter of fact, the effectiveness or otherwise of any advertisement cannot be accurately or adequately measured on a strict order basis alone; and it is the same with constructive selling effort. The salesman must break down the resistance of the dealer (or consumer) and so he should be adequately paid for doing such work. Most frequently it requires a number of calls and considerable time before the dealer's initial order is obtained. Under the commission arrangement, the salesman does all this pioneer work for nothing.

Of course, there are certain types of advertising media accepting business on a "percentage of results" arrangement. Certain small radio broadcasting stations have, during the last two years, solicited business on this basis. But the principle of so doing is not general. Therefore, why should the salesman be expected to depend solely upon such precarious methods for a living? Before the depression, it was customary for

many manufacturers not only to offer their sales representatives a salary, plus a bonus for results over a set quota, but also to provide them with an automobile and other requisite traveling expense. Now, the general trend seems to be for the salesman to pay his own traveling expense, provide his own car, keep up an excellent personal appearance and do all the other work that is necessary to maintain the prestige and business volume for the manufacturer or distributor.

Is it any wonder that the desired increase in sales has not been generally evident? Frankly, I cannot see how manufacturers can reasonably expect business to improve and their sales records to increase so long as they continue to place the vital contact work in the care of men who are willing to "take a fling" at selling "on a commission basis." My contention is, that if salesmen are carefully selected, their experience and qualifications will justify a salary and the results of their efforts should justify also a bonus, or some additional remuneration, to spur them to even greater effort.

It also seems to me that when a man of Mr. Babson's prominence seems to take it for granted (in an article given so much publicity) that a salesman's compensation should be only "on commission," that such a principle is liable to receive unjustifiable consideration in executive circles. This might have a consequent and unfortunate tendency to more general adoption of the commission plan when, as a matter of fact, it really is opportune to discard the sales commission arrangement in favor of the same stable basis of reward for work done that other classes of employees (and executives) enjoy.

R. M.

Appoint Hartford Agency

The advertising account of Turner & Seymour, Torrington, Conn., kitchen implements and owners of the Smith & Egge sash chain business, has been placed with Smith-Patterson-Allen, Inc., Hartford, Conn., advertising agency. Another new account with this agency is that of the Hartford-Connecticut Trust Company, Hartford.

Rankin Adds to Staff

G. W. Worden has joined the radio department of the Wm. H. Rankin Company, New York. He has been conducting his own agency in New York, specializing in co-operative radio campaigns. W. J. MacInnes, formerly a contact executive with the Rankin agency, has returned to the New York office after a year's absence.

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THE CIRCULATION OF THE SUNDAY NEWS

NEW YORK'S PICTURE NEWSPAPER

NOW EXCEEDS

100,000!

COPIES, NET PAID . . .

• THIS IS BY FAR THE
LARGEST CIRCULATION
EVER ATTAINED BY ANY
AMERICAN NEWSPAPER!

Losers Stand to Win in This Contest

Even if Women Don't Win Kelvinators in Christmas Campaign, Husbands May See to It That They Are Provided

By Vance C. Woodcox

Advertising Director, Kelvinator Corp.

A CHRISTMAS sales campaign with unusual features will be put on this season by the Kelvinator Corporation. It will not only sell the company's product as an ideal gift, but in addition enlist the aid of prospects, provide a spur to retail sales effort, give a new slant for national copy, offer distributors an opportunity to take a more important part in a national program than usual and hold promise of almost perfect sales control.

American women will be asked to give Santa Claus a helping hand, for the twenty-five who write the best letters on the subject, "Why I want a Kelvinator for Christmas," will receive brand new household models of this refrigerator, delivered and installed in their homes before Christmas morning.

The plan also ties directly into a sales activity program by means of a system whereby the salesmen who have contacted the prize winners will receive cash awards of equal value. Thus, for the reason that every entrant will be listed on salesmen's cards as prospects, the contest will be a powerful stimulant to retail sales activity at a time of year when activity is comparatively slack in retail refrigerator selling.

Beginning in mid-November, advertising will give support to the campaign. National magazines, newspapers, direct-mail, window displays and sales promotion helps will be focused on the Christmas program. Local newspaper advertising bearing the signature of company distributors will supplement the national copy with the announcement that the best letter from each distributor's

territory will bring the writer a Kelvinator household model.

The contest will appeal only to persons whom the company wants to reach with its sales story. Advertising copy will sell the idea of the refrigerator as an ideal Christmas gift throughout the campaign and will be pointed equally as strong to the reader who is not an entrant.

Replies will be used to sell husbands of the writers and husbands in general on the fundamental fact that women consider this refrigerator as a highly acceptable gift. An additional strong connection between the contest and the sales part of the campaign is the provision that if any of the final winners have purchased in the meantime, they will be given free of charge those models they ordered for their homes.

Will Make Salesmen "Step Up" Prospects

The cash bonus provision for the benefit of salesmen whose prospects are declared prize winners will induce selling men to keep a better record of all their prospect calls, closing presentations, etc. The fact that buyers will be given the models they purchase in the event they are winners in the contest is expected to provide added reason for salesmen to "step up" their prospects into the higher price brackets where a prize letter will bring a proportionately greater award to the salesman.

Sales promotional helps include a contest book for prospects, a direct-mail piece for husbands and an economy presentation piece, together with a revised form of the company's personalized sales closer

and presentation booklet. An organization chart will keep a live record of each salesman's calls and machinery has been provided for a daily report of calls to Detroit.

A quantity of sales-control data usually hard to obtain is expected to result from this campaign. The number of salesmen on the street by outlets, number of retail calls daily by outlets, total national man power and total number of retail calls during the campaign will provide important information for

use in planning and executing future campaigns.

Distributors will conduct sales campaigns among their own organizations, based on actual sales, with the factory co-operating by providing all necessary material and sharing the expense. This added competition among salesmen is expected to be an important supplement to the other promotional features of the Christmas plan. The company is looking for an exceptionally close coverage of the market this season.

+ + + Detroit Office for B.B.D.O.

BATTEN, Barton, Durstine & Osborn, Inc., has opened a Detroit office in the General Motors Building. As reported last week, this agency has been appointed to handle the Oldsmobile advertising account.

J. Davis Danforth, who has been with the New York office, is manager of the Detroit office. Members of the staff will include William Purcell, who has been

with the Chicago office, and Alan Lehman and William Townsend, who have been with the New York office.

George F. Gouge, vice-president, will head the group working on the account, together with F. R. Feland, vice-president, who will direct the creative work. Both Mr. Gouge and Mr. Feland will continue to make their headquarters at New York.

+ + + Honor Where Honor Is Due

McCANN-ERICKSON, INC.
NEW YORK

Editor of PRINTERS' INK:

I was very much amused and interested in your article regarding the new Heinz campaign for newspapers.

If you will refer to PRINTERS' INK for October 31, 1929, you will find the story, "Beech-Nut Gets a Layout Idea from Department Stores." The technique is identical and it seems to me that some mention might have been made of this.

JACKSON TAYLOR.

+ + + C. E. Wylie Adds to Duties

C. Ellsworth Wylie has been appointed general manager of KHJ, Los Angeles, key station of the Don Lee Broadcasting System, following the resignation of Leo B. Tyson. Mr. Wylie will handle this work in conjunction with his position as general sales manager of the Don Lee network.

+ + + Has Hotel Chain Account

Thomas H. Rtese & Company, Inc., New York, has been appointed to handle the advertising of the Blue Ribbon Hotels, New York. Newspaper, magazine, outdoor, direct-mail and business-paper advertising will be used.

+ + + Takes Over Air Preheater

The Superheater Company, New York, has acquired an interest in and has assumed the management of The Air Preheater Corporation, Wellsville, N. Y., Ljungstrom air preheaters. Preheater retains its corporate identity.

H. S. Colby remains as vice-president. Executive offices will be consolidated with those of The Superheater Company.

Air Preheater sales activities will be co-ordinated with the industrial department of The Superheater Company of which William T. Conlon recently was made manager.

+ + + To Start "The Westsider"

The Westsider, a semi-monthly, described by its publishers as a "New York magazine in newspaper form" will publish its first issue on November 1. This new fiction publication will be published by The Westsider Publishing Company, Inc., 123 West 79th Street, New York. Alfred P. Bergh is president, Joseph Carleton Beal, managing editor and Gerald Ford, advertising manager.

+ + + Torgesen Free Lances

Harald J. Torgesen, art director of PRINTERS' INK MONTHLY, has engaged in business for himself as a free lance artist, with headquarters at 185 Madison Avenue, New York.

SHADOWS

GET NO HOLIDAYS

TAKE, for example, the case of Mrs. J. Biddleton Whupp. It is incredible the number of stores she can patronize in a single day. What with telephone calls to inaccessible stores, and advertising coupons to be clipped, the shadow of her husband, Mr. J. Biddleton Whupp, is extremely busy every single day of the month.

The shadow gets no holiday, for he must keep pace with the restless mind of Mrs. Whupp. Does she order peaches for breakfast? The shadow nudges her and suggests his favorite *Heart O' Corn* cereal to go with them. Does she write for a recipe booklet on reducing diets? The shadow himself suggested it (delicately, of course). And so on down the list.

Is there a product that women buy *without* having in mind the prejudices and preferences of their husbands? Food? Clothes? Drinks? Cigarettes? And when it comes to the less frequent purchases like radios, vacuum cleaners, vacation trips, automobiles, refrigerators, and such, she does more than buy the thing she *hopes* he too will like—she goes into Family Conference

with him. And until they both agree on the product, the purchase is not made.

Shrewd advertisers, knowing this daily buying ritual, and the constant influence of the shadow in it, insist on keeping their story on the Whupp living room table, not 1 day per month, or 7 days a month, but 30 days per month—*every* buying day. And, mindful of the Family Conference, tell their story not to Mrs. Whupp alone but to Mr. Whupp as well, thus *insuring* acceptance for their products.

Put your advertisement in Redbook, a *monthly* magazine, and your advertisement lives longer. For Redbook is valuable enough so that it is kept, not thrown away at the end of a week or a day. (Now in each copy is printed a \$2.00 book-length novel in *addition* to the regular features.) And in Redbook you put your story where *both* husband and wife can see it. Costs you more? Costs you *less* per thousand than you pay to reach one sex alone through other media.

Sell the family and you sell all. Redbook Magazine, 230 Park Avenue, New York City.

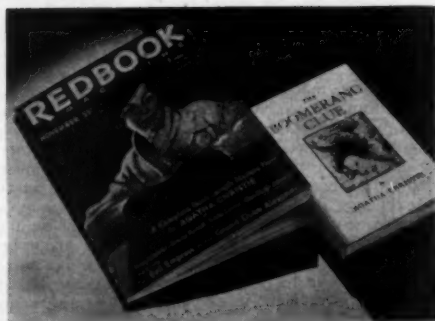
THE SHADOW OF A MAN STANDS

You'll
BOO
CLUB
Christ
\$2.00
novel
book
issue.
words
regula
your

BEE



You'll like "THE BOOMERANG CLUE," by Agatha Christie, the complete \$2.00 book-length novel printed in Redbook's November issue. Over 50,000 words added to the regular contents. At your newsdealer's



BEHIND EVERY WOMAN WHO BUYS

Is the Rubber Dollar Coming?

When the Medium of Exchange Fails to Function, Controlled Reflation May Be Necessary

By Dr. G. F. Warren

Professor of Agricultural Economics, Cornell University

[The coming Congress will undoubtedly press for some form of inflation, controlled, if possible. Thus far the sound money group has seemed to be winning out, but rumor persists that some sort of "rubber dollar" is being considered. "The inflation or reflation program will probably reassert itself as soon as the present bond-funding operation has been completed," says one careful student of monetary affairs.

A proponent of "The Compensated Dollar," Dr. Warren, noted economist of Cornell, has had several conferences with men high in Administration circles, and his ideas are said to be receiving careful consideration. PRINTERS' INK presents, therefore, for the attention of its readers, some of Dr. Warren's monetary views as he outlined them in a speech before the American Farm Bureau Association last year. His speech was printed in the "Dairymen's League News" and was reprinted this year as a booklet with the title "Stabilization of the Measure of Value" by the National Co-operative Milk Producers' Federation.]

BY specialization, each of us produces so much of something that each of us can have more of everything. The battery that keeps this modern machine running is the medium of exchange—money. When money is stable in value, the machine works well. When inflation occurs, it runs too fast. When deflation occurs, it stalls. Since the exchange of goods is stopped, unemployment occurs and there is starvation in the midst of plenty.

The millions of unemployed in cities would like to produce goods that the farmers want in exchange for food. The farmers would like to exchange food for things that these unemployed persons would

gladly produce. But the medium of exchange has broken down. It has also broken down as between workers within the cities. The unemployed carpenter would like to build a house for the unemployed textile worker, who, in turn, would like to make textiles in exchange for house rent. But since the exchange system has broken down, both are unemployed. In some cases, we have reversion to barter, but our civilization is too complex to allow this to go far.

Society Depends on a Medium of Exchange

Most of us believe in a society organized on the basis of individual initiative; that is, a capitalistic society. The operation of such a society depends on the medium of exchange. When the medium of exchange fails to function, the organization of society that depends on this medium is attacked. If we cannot invent a stable measure of value, there is danger of forcing some kind of a socialistic state that will attempt to regulate distribution and production by Government action.

When the battery of an automobile fails to function, we should get a new battery rather than turn to a wheelbarrow. If we are to discard automobile transportation, it should be on the merits of the automobile and not on the accident of a defective battery. If we are to adopt state capitalism, socialism, or communism, it should be on the relative merits of these systems rather than because of a failure of the medium of exchange to function properly. The thing to correct is not the organization of society but the tool that is not working properly.

Once upon a time, a farmer found that he could get twenty-three hogs for sixty sheep. At a

later time, he found that it required 120 sheep. Why the change?

If there were time to question you individually, some of you would say that there were too many sheep at the second date. Others would say that there were too few hogs. Others would give the correct answer, that we do not know. There might have been too many sheep or a reduced demand for them; or there might have been too few hogs or a high demand for them.

There are many other possibilities. There might have been a shortage of both sheep and hogs; but a greater shortage of hogs; or there might have been a surplus of both sheep and hogs but a greater surplus of sheep. The only way to determine the cause of the changed relation is to compare sheep and hogs with many other things. Suppose we find that hogs exchange for twice the former amount of innumerable things. Who would then be so foolish as to attempt to explain the changed ratio as due to the supply of sheep?

But if we change the twenty-three head of hogs to 23.22 grains of gold and change the sheep to pounds of wheat, practically everyone says at once that there is an overproduction of wheat. If a bushel of wheat (sixty pounds) exchanges for 23.22 grains of gold (otherwise named \$1), and if at a later time it takes two bushels of wheat to get the dollar, we blissfully explain it as too much wheat.

There are four factors in price, not two as is commonly supposed. This error has been the cause of innumerable business failures and of much foolish legislation. The price of wheat is the ratio of the supply of wheat and demand for it to the supply of gold and the demand for it.

Our present measure of value is a given weight of a single commodity, the value of which changes with the supply of this commodity and the demand for it in precisely the same way as the value of any other commodity changes.

The "money illusion" is as thoroughly dominant in this generation as was the illusion of a flat earth

about which the sun revolved in the time of Galileo. It is almost as dangerous for an economist to challenge the money illusion as it was Galileo to threaten the foundations of civilization by saying that the earth revolved.

* * *

The price level must be raised to the debt level, or the debt level must be lowered to the price level. This is a matter of grim reality that cannot be cured by psychology, confidence, or Government lending.

We must choose between deflation and reflation. No country likes to change its monetary system, nor does any country like to go through wholesale bankruptcies and continue to have millions of unemployed. Our choice is not between two desirable things. It is between two undesirable things. Merely raising the well-known objections to either procedure does not commend the other. The question is: "Which is worse?"

If we wish to go through with deflation, we may as well proceed with the bankruptcies, foreclosures, and public defaults and get them over with. Merely postponing by lending some money or attempting to hold up the price of this or that thing, will accomplish very little.

* * *

The effect of rising prices is the same regardless of the cause. If for any reason the price level is restored, it does not mean that all prices will rise equally. Many prices have not declined, or have declined little. Restoring the price level would relieve them of the necessity of declining. The major ones are debts and taxes. If commodity prices were raised, buying would begin because rising prices cause buying. Jobs would be available. Houses would be in demand. The debts and taxes on the houses and farms could be paid, and the debts would not have to be cut by bankruptcy.

The former amount of life insurance would be desired.

Many charges, such as freight rates, doctors' fees, telephone rates, and the like, are already adjusted to the price level that would be established. They would not rise,

IND the stencils?

Buyers . . . or just "Readers"?

This country is full of "business-paper readers." It's full of Kentucky colonels, too. If you're impressed by stencils or by ribboned "commissions" that may mean something to you.

But buyers of business paper space must look behind the names at the readers themselves—must ask "Who are these men?—What authority and purchasing power do they have?" It's the publisher's job to find this out for his advertisers. McGraw-Hill does it in the only practical way, by asking these questions first and then signing up the subscribers if they meet the requirements.

Thus, McGraw-Hill papers have no huge circulations. But they have the most thorough coverage that money and men can produce. Plant by plant, job by job, McGraw-Hill builds up an audience for your advertising. Not by promiscuous salesmanship in the few big plants in the "main line." But by selling key men in worthwhile plants—no matter how far off the beaten path they are.

McGraw-Hill can sell selectively—at a profit—because each one of its field men has several papers to sell in each plant. His frequent calls, together with check-ups of the home office, tell him when a subscriber resigns, changes his position in the plant, moves to another plant—when a new man who should be a subscriber joins the staff. McGraw-Hill follows these men from job to job year after year.

That's what you get when you buy McGraw-Hill circulation. It's something that can't be shown on a publisher's A. B. C. statement—but it's something that counts mightily in advertising effectiveness.

McGraw-Hill Publishing Co., Inc.

330 WEST 42nd STREET, NEW YORK



Gas Journal
Transportation
Nation
World
and Mineral Markets
Age

Engineering and Mining Journal
(Domestic and Export Edition)
Factory Management and
Maintenance
Power
Business Week

but would be relieved from falling.

Costs of distribution would rise very little. Therefore, prices paid to farmers and other producers would rise much more than retail prices. This would bring farm prices into adjustment with other prices. It is sometimes said that two steps are necessary, first, restore the price level, and second, restore the relationships of farm prices to other prices. If the first step is taken, the second follows automatically.

Prices of basic commodities, such as copper, corn, wheat and cotton, would rise very decidedly because they are so far below the price level that would be restored.

The declines in values of homes and farms would be stopped.

In general, the prices that have not yet declined would be relieved from declining, and those that have declined would be restored.

* * *

The compensated dollar is a proposal to establish by law a currency redeemable in gold, but the weight of gold for which the dollar would exchange would vary with the index number of wholesale prices of all commodities; that is, if prices rose 1 per cent, the weight of gold for which the dollar would exchange would rise 1 per cent. If prices fell 1 per cent, the dollar would exchange for 1 per cent less gold. The gold would be kept in bars in the Treasury and central banks. This would keep the dollar stable in buying power for the average of all commodities.

The dollar has to be rubber either as to weight or as to value. It cannot have a fixed weight and also have a fixed value. This proposal would give it a fixed value and a rubber weight. It raises the fundamental question as to whether a medium of exchange should be fixed in weight or value.

A scientific money is one with a

constant buying power for all commodities rather than a fixed weight of one commodity. Our whole tax and debt structure rests on commodity prices. If this structure is to be kept sound either for the creditor or the debtor, it is commodity prices that need to be kept stable, not the weight of gold for which a dollar will exchange.

By adopting bimetalism or symmetallism, it is possible to set any price level that is desired. If silver is remonetized, it should certainly be done by symmetallism, as proposed by the great English economist, Alfred Marshall. This proposal is now receiving considerable attention in England. It is very simple. Instead of having a dollar exchange for 23.22 grains of gold, it would exchange for some given weight of gold plus a given weight of silver. Since two commodities are more stable than one, and since silver production is less erratic than gold production, such a money would be more stable than gold. If once established, it would work in the same way in which the gold standard works, except for greater stability. It could be used as a basis for a compensated dollar.

* * *

If we continue to allow our whole price and debt structure to be based on accidental discoveries of some one commodity or the accidents of demand for it, we should not be surprised to see the social system that depends on such an unstable medium of exchange seriously threatened. The present revolutions and political upheavals in the world are the direct and indirect results of a breakdown in the medium of exchange. If such a monetary system continues, every investor, farmer, home-owner, and businessman should give first attention to the probable supplies of and demand for gold, before he considers the details of his business.

Death of J. H. Logeman

John H. Logeman, an executive of the General Outdoor Advertising Company, died at Chicago recently, aged sixty. He served as secretary of the National Outdoor Advertising Association of America from 1911 to 1918.

Represents Fiction Group

Thomas W. Farrell, with headquarters at 180 North Michigan Avenue, Chicago, has been appointed Western manager of William J. Delaney, Inc., New York, representing the Newsstand Fiction Unit.

Advertising Recipe Books

They Are Distributed by the Million and Help Sell Many Packages of Food

PENICK & FORD SALES COMPANY,
INC.

CEDAR RAPIDS, IOWA

Editor of PRINTERS' INK:

In running through an old issue of PRINTERS' INK we notice an article on recipe books that is of interest to us. We note by the last paragraph of this article that you had available for distribution a list of the articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY on recipe and cook books. We shall greatly appreciate your sending this list to us.

R. S. JOHNSTON,
Western Sales Department.

PRINTERS' INK has published a number of articles on recipe books because this is one of the most interesting and productive forms of indirect advertising used by food companies. It is indirect in the sense that it does not make an out-and-out bid for business, although any well-planned advertising recipe book will increase the sales of the product with any woman who uses the book.

It is interesting to observe the fact that whereas the grandmother of the modern woman used cook books prepared by eminent cooks and brought out under the egis of some well-known publishing house, her granddaughter today probably leans more heavily on advertising recipe books than she does upon the works of independent cooking experts.

As a matter of fact, one of the best cook books to be found today is that recently issued by General Foods. This in a strict sense was not an advertising cook book inasmuch as it was sold for a fairly substantial sum to consumers and contained a great many recipes that do not use General Foods products.

However, anybody who is studying the subject of recipe books should make the General Foods Cook Book item number one in the

study. This was created only after a thorough examination of the best in cook-book literature and a study of what women want in a book of this kind. It has its faults—as does anything made by man. On the other hand, it represents about the last word in cook-book study.

In bringing out a recipe book, the advertiser does not necessarily need to go into anything formidable so far as the number of pages or number of illustrations are concerned. However, no matter how much of a book he gets out, it should be well printed and attractively designed.

It is not necessary today to caution advertisers to put only tested recipes in their cook books, although a few years ago some manufacturers were careless as to the type of material that they passed out to housewives.

Today a great majority of advertising recipe books are prepared by reputable home economists and use only tested recipes. Furthermore, these economists understand how recipes should be worded so there is the minimum of confusion in the minds of women.

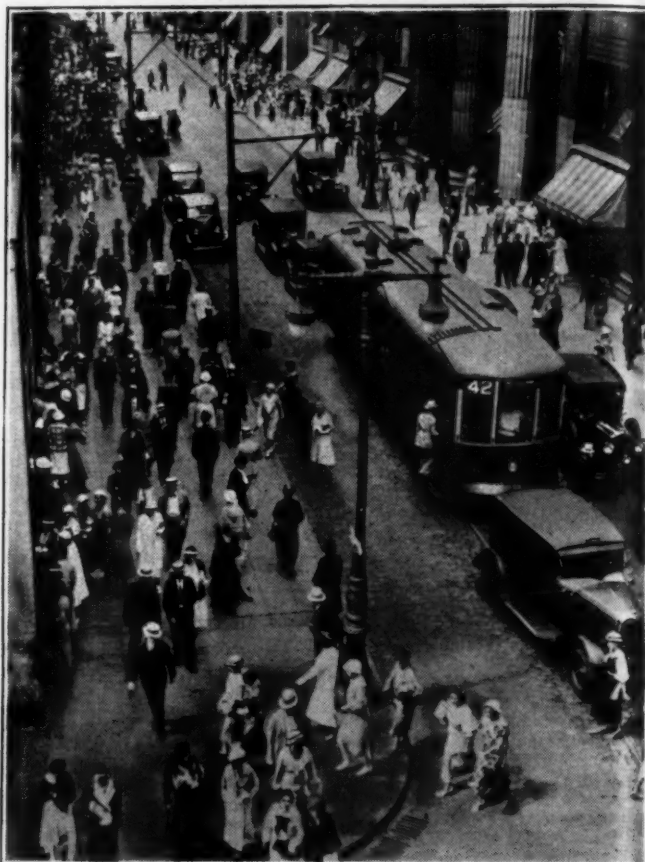
Some Women Use Card Files

The recipe book actually does not need to be a book. A number of women today use card files for recipes, copying their favorite recipes on cards rather than keeping books. Several advertisers have capitalized on this trend by issuing recipes on cards and even by selling women the boxes in which the cards can be filed.

However, the advertiser who wishes to get general distribution will probably be wise to play safe and print his recipes in a book. The majority of women use books today and those who use cards can easily copy the recipes that they like.

As to the question of whether the book should be sold or distributed free of charge, experience

BUYERS



PUBLIC  **LEDGER**

MORNING

EVENING

SUNDAY

CURTIS-MARTIN NEWSPAPERS, INC. . . .

shop
men
the

Phil
gene
trial
Phil
four
and

Cur
fore
com
sub
—5

With
cam
and
less
com

its
acce
Pou
Los
ness

S ON PARADE!

PHILADELPHIA'S famous central-city shopping district—home of six of America's largest department stores and hundreds of specialty shops—resounds to the tread of extra thousands of buyers.

Philadelphians are actively buying in volume because of general revival of business. Increased demand for industrial and textile products adds to the purchasing power of Philadelphia—Workshop of the World—for here is to be found the diversification of industry that insures balance and stability.

Curtis-Martin Newspapers are the most influential selling force in this great market, since they provide the only *complete coverage* of both Philadelphia and its A. B. C. suburbs, containing 891,430 families — 3,745,253 people — 58,191 retail outlets.

With one effort, one advertising schedule and one sales campaign, manufacturers concentrating in Philadelphia and the Curtis-Martin Newspapers can get more sales at less cost than in dozens of cities or numerous States combined.

● *Total retail sales in Philadelphia and its A. B. C. suburbs in 1932 aggregated \$1,114,940,000, according to the Sales Management Survey of Spending Power. This exceeded total retail sales in the cities of Los Angeles and Boston combined; or total sales in Tennessee, Oregon, Idaho, Colorado and Vermont combined.*

The Philadelphia Inquirer

MORNING

SUNDAY

• INDEPENDENCE SQUARE, PHILADELPHIA

has shown that women will pay for advertising recipe books, although, of course, the number distributed is always cut down directly in proportion to the charge made. Undoubtedly an advertiser will get far more books into distribution if he gives them away free, but he can be certain that the woman who buys the book will be pretty sure to use it, having paid money for it.

One excellent way of creating interest in a book which is to be sold is by means of package inserts. Here the advertiser prints some representative recipes on the insert and then offers a complete book at a reasonable price. If the woman tries the sample recipes and finds them interesting, she is more likely to buy the book than would otherwise be the case.—[Ed. PRINTERS' INK.]

Nash to Enter Low-Price Field

INTRODUCTION of a six-cylinder automobile in the low price bracket is planned for the near future by the Nash Motors Company. The new car is to be marketed in six or seven models under a name, other than Nash, which is to be announced later.

Broadened distribution is one advantage expected from the move, which is not anticipated to be productive of immediate profit so far as the sales of the new car itself are concerned because of the narrow price margin. In smaller com-

munities especially dealers need a low-price line in order to handle the more expensive models profitably. It is also believed that sales of the established models will be stimulated by the introduction of the new car. Increased inventory requirements enabling Nash to command more favorable prices for production materials is another factor.

The company is planning shortly to embark upon one of the most comprehensive advertising campaigns in its history.

Agry, Business Manager, "Good Housekeeping"

Warren C. Agry has been appointed business manager of *Good Housekeeping*, New York, to fill the vacancy caused by the recent death of David Le Grand Hedges, according to an announcement **PRINTERS' INK** has received from John Hearst, vice-president of the International Magazine Company.

Since June, 1930, Mr. Agry has been advertising manager of *Good Housekeeping*. Before that he was advertising manager of *Cosmopolitan*, having been transferred to New York from the Chicago office of that magazine. Prior to that he was for sixteen years with the *People's Home Journal*, ten years of that time as Western advertising manager.

E. W. Timmerman, Western advertising manager of *Good Housekeeping* at Chicago for the last two years, has been appointed to succeed Mr. Agry as advertising manager. Mr. Timmerman was formerly with the Chicago office of Erwin, Wasey & Company.

Insurance Account to Cone

The Yorkshire Indemnity Company, New York, has placed its advertising account with the Andrew Cone Agency, New York.

Portland Office for McCann-Erickson

McCann-Erickson, Inc., has opened a branch office at Portland, Oreg., with W. A. Joplin as account executive. Offices are in the Public Service Building. The Northwestern Electric Company and Portland Gas & Coke Company, with headquarters at Portland, have appointed McCann-Erickson, Inc., to handle their advertising.

Canners to Keep at It

The National Canners Association will continue its educational advertising campaign through the coming winter and spring. Fuller & Smith & Ross, Inc. will handle the account.

Joins Fox River Paper

Paul Wesco, formerly sales manager of The Tuttle Press Company, Appleton, Wis., has resigned to become associated with the Fox River Paper Company, Appleton, as sales representative.

Daney Given New Duties

Norman L. Daney, treasurer, in addition, has been appointed general manager of the Harris Seybold Potter Company, Cleveland, printing machinery.

For the first nine months of the year The Free Press shows a gain of 40.9% in FOOD PRODUCT advertising, being the only Detroit newspaper to show an increase.

The Detroit Free Press

1831—OVER A CENTURY OF SERVICE—1933

THE Washington (D. C.) Star renders major service in the Washington Market—to readers and advertisers alike.

An Associated Press Newspaper.

Member Major Market Newspapers.

Member Metropolitan Sunday Newspapers.

The Star covers its field completely and influentially—going directly into the homes in these prosperous communities—the National Capital and 25-mile trading area in Maryland and Virginia.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

Eagerly looked for Evening and Sunday—regularly read and confidently depended upon for local, national and world news. The ONLY vehicle necessary for your business messages, assuring interested attention of approximately three-quarters of a million people.

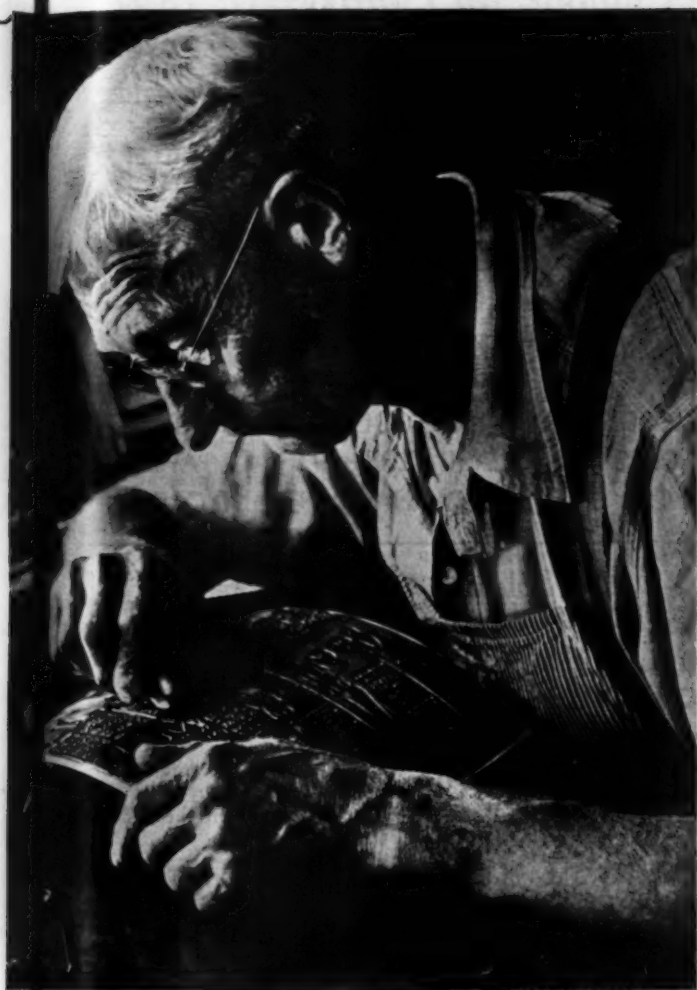


There can be no substitute for Experience

Printing still has its craftsmen. You cannot substitute money, machinery, sales talk or advertising claims for their skill and experience. There always will be countless operations requiring hand-craft that such skill and experience alone can contribute to the quality of a printing job. This experienced attention to details is typical of all Hall work whether large or small. We are proud of the craftsmen who are located at strategic points through our printing plants.

SUBSIDIARIES: ART COLOR PRINTING COMPANY, DUNELLEN, N. J.; CHICAGO PRINT COM

F.
CH



VALENTINO BARRA

. F. HALL PRINTING CO.

CHICAGO**NEW YORK**

J.; CHICAGO PRINT COMPANY; CENTRAL TYPESETTING AND ELECTROTYPING COMPANY.



MORE SPACE BUYERS COULD JOIN THE 'THREE HOURS FOR LUNCH' CLUB—IF ALL PAPERS WERE LIKE THE JOURNAL, PORTLAND, OREGON

The Journal is one of six newspapers, in cities of 300,000 and over, in the entire nation that scores 100% in the RULE of THREE.

● Epicurean space buyers could dally longer over their demi-tasses if all newspapers were as easy to buy as the the Journal, Portland, Oregon. But—alas! for space-buyers and alack! for advertisers generally—there are only five other newspapers in the entire United States, in cities of 300,000 or over, that are so easy-to-buy—that conform completely to the Rule of Three . . .

- 1** That lead, **like the Journal**, in daily circulation. The Journal is the only daily in the Pacific Northwest with over 100,000 circulation.
- +**
- 1** That lead, **like the Journal**, in retail lineage, general lineage, total paid lineage, daily and Sunday combined.
- +**
- 1** That lead, **like the Journal**, in maximum returns for your advertising dollar. The Journal has the lowest milline rate in the Pacific Northwest.

THE JOURNAL
PORTLAND, OREGON



REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York Chicago San Francisco Los Angeles H. R. Ferriss, Seattle

Why Marketing Cost Should Be Part of Production

Mr. Weld Agrees with Mr. Falk to an Extent, but Here Points Out Another Angle to the Question

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc. and General Marketing Counselors

THERE has been considerable discussion of the question as to whether marketing and advertising costs should be included in cost of production in interpreting code provisions that goods shall not be sold below cost. Alfred T. Falk in *PRINTERS' INK* of October 12 has admirably developed the case against inclusion of marketing cost.

He argues that the figuring of marketing costs on individual items is impossible, and that therefore it is impracticable to include them. He also argues that the inclusion of such costs in determining minimum selling prices would make it impossible for new companies to come into existence, and for old companies to put out new products, because of high initial marketing expenses.

He therefore considers that these code provisions constitute "a potential obstacle to business recovery and future progress," and that "it would be a grave misfortune if the Recovery Administration should approve the promulgation of code regulations requiring that minimum selling prices cover marketing expense in addition to production costs."

There is much that is sound in this argument. But let us see where further analysis of this question leads us. First, let us consider the purpose of these code provisions which prohibit sales below cost, and ask what would happen if marketing costs are not included in cost of production.

To answer the first question, the purpose is, of course, to prevent destructive price-cutting.

Now, if only factory costs are considered as "cost of production," how effective can these provisions be in preventing price-cutting? There are many companies whose

factory costs are a small percentage of their selling prices, and whose sales expenses are an important item. Say that it costs a manufacturer 15 cents including overhead to manufacture a certain drug item, and 10 cents to sell it. If cost means only manufacturing cost, the manufacturer can sell this item at a 10-cent loss, and the purpose of the provisions prohibiting sale below cost has been defeated. In other words, it is practically useless to include such provisions in industry codes unless marketing cost is included.

Furthermore, we must not overlook the fact that from a fundamental economic standpoint, marketing cost is just as much a part of the cost of production as is factory cost. Not only operations that change the form of a commodity, but those that make it available at different times and at various places are parts of the productive operation.

All Necessary Steps in Creating Utilities

They are all necessary steps in making an article more useful. They create utilities, as the economist puts it. And these marketing operations play an important part in determining prices. Cost of production affects supply, and hence helps to determine prices; and marketing costs are surely a part of production costs from this standpoint.

The point that marketing costs of individual products are difficult or impossible to determine, however, is indeed a very potent argument against including them in cost of production. Very few manufacturers who make a line of various products have even attempted to allocate selling and advertising

costs to individual commodities. And these costs vary greatly for individual items, depending on whether they are fast-moving articles in universal use, or slow-moving, high-priced specialties. Other factors also determine their selling costs.

There would be a hopeless tangle if an attempt were made in enforcing the various codes, to determine the costs of selling and advertising individual articles. Mr. Falk suggests "that it would be better to specify an arbitrary percentage as minimum gross profit, rather than to require a mark-up based on a factor which is so indefinite and fluctuating as is marketing expense."

This would be a rough solution, if marketing costs are to be included. It would be analogous to the provisions under discussion in retail codes that would prohibit sales at less than a minimum mark-up, because costs of handling different items in a retail store vary substantially, and the minimum mark-up suggested would undoubtedly cover selling costs on those articles that are sold at lowest expense.

Now let us come to the other arguments against inclusion of marketing costs. It is true that new companies have to spend more in initial promotion and marketing costs than old companies, and that if they are to include selling costs in determining minimum prices, they can hardly compete with existing companies. New industries are therefore discouraged. The same line of reasoning applies to an old company putting out a new product. Selling new products at a loss during the promotional period is both legitimate and necessary in industrial progress.

Same Reasoning Applies to Production

The important point is that although this is all true, the same line of reasoning would also apply to cost of production, or cost of manufacture, without including marketing costs! When a new company enters the field, it does so on a relatively small scale, and usually

at a high cost per unit. If it cannot sell below manufacturing cost during the initial months of its existence, how is it to compete with large-volume competitors?

And the same thing applies to manufacturing costs on a new product put out by an established company. Possibly the new company would not suffer *the same degree* of disadvantage as it would if marketing costs were to be included—but the disadvantage in most cases would be real, and the argument that inclusion of marketing costs would thwart the development of new companies can be made just as well against the inclusion in industrial codes of any provision prohibiting the sale of articles at less than manufacturing cost.

Only Tolerable as a Temporary Emergency

So this brings up the question of the soundness of any such provision, whether or not marketing costs are to be included in cost of production. Surely, as a long-run proposition, it is obvious that any such restriction on price would seriously handicap new enterprise. To make an exception of new companies or new products would lead to hopeless confusion. Only as a temporary emergency expedient could the thing be tolerated at all. And it is decidedly questionable even then—and largely for the same reason that has been assigned for not including marketing costs—namely, the difficulty and impracticability of trying to figure them.

True, it is easier to figure manufacturing costs than it is to figure marketing costs for individual items. But there are grave difficulties just the same.

Arbitrary methods of allocating costs to various products are in use, varying in different companies. And how much is to be charged for interest and depreciation? How are costs of by-products to be figured? How is administrative overhead to be divided between manufacturing and selling operations?

To raise these questions suggests the difficulties that will be encountered if any serious attempt is made actually to enforce prohibi-

tions against selling below cost. Obviously, uniform accounting systems would have to be established and these would have to be put into use in all plants. This is provided for in the various codes—under Government supervision.

If the Government is to pass intelligently on the accounting systems developed for hundreds of different industries, it will have to have a considerable force of expert accountants. To enforce the law would require Government inspection of books and investigation of innumerable complaints, all of which means a few thousand more Government employees—all to do something that is impracticable and economically unsound.

To summarize: Not to include marketing and advertising expenses in cost of production would defeat the very purpose of the provisions against selling below cost. To include marketing costs would mean the inclusion of costs that cannot be determined. The arguments against inclusion of marketing costs are sound, but they also apply to manufacturing costs.

Therefore as a permanent policy any prohibition of selling below cost, whether or not marketing costs are included, would be impracticable in execution, would hamper industrial progress, and would therefore mean a questionable extension of Government activity into private business.

+ + +

Death of W. M. Richardson

WILLIAM M. Richardson, senior member of the Richardson, Alley & Richards Company, advertising agency, died last week at Greenwich, Conn. He was fifty years of age.

After graduation from Princeton with the class of 1905, of which he was president, Mr. Richardson engaged in advertising work. One of his first business connections was with the Crowell Publishing Company, after which he joined N. W. Ayer & Son, Inc., at Philadelphia. Later he became associated with the Curtis Publishing Company.

In 1916 he became a partner in a new advertising agency, Barrows & Richardson, which subsequently, following a merger with the Joseph Richards Company, became the Richardson, Alley & Richards Company.

Outside of his business activities, Mr. Richardson's principal interests were his work for his college where his son, William M. Jr., is now a junior, and the Cannon Club, of which he had been president of the board of trustees. He had recently finished writing



"The Cannon Club Salvo," a history of the club.

Mr. Richardson was also active in school work, serving as an officer of the Greenwich Day School. His dominant characteristics, as expressed by one of his associates, were thoroughness and his complete loyalty.

995 places to sell more goods

TO measure the advertising effectiveness of any magazine, you must measure it—NOT BY TRADITION—but by its coverage of the important markets and its interest to people.

The American Weekly will sell more goods per advertising dollar than any other magazine for the simple reason that it is regularly read by the most families in the master markets at the lowest cost per family reached.

These master markets are the 995 key cities of 10,000 population and over, and the people in them account for 70% of all national retail sales. Of The American drug products, 73% of all grocery items and 86% of all wearing apparel.

The great chain stores who count and

reaches a minimum of one out of every five families, while the next largest weekly magazine gives 20% or better coverage in only 195 of these important cities.

In 169 of these 529 cities, The American Weekly reaches 20 to 30% of all the families.

In 157 more cities it reaches 30 to 40%.

In 110 more cities it reaches 40 to 50%.

And, finally, in 93 of these key cities it actually reaches better than one out of two of all the families.

No other magazine in the world can boast such circulation or such key market coverage.

message forth into more than 5,000,000 homes located in the rich key markets at the rock bottom cost of less than 1/4 cent per home.

ASK FOR THE

These master markets are the 995 key cities of 10,000 population and over, and the people in them account for 70% of all national retail sales. Of The American drug products, 73% of all grocery items and 86% of all wearing apparel.

The great chain stores who count and clock before they open stores concentrate right here.

The gasoline filling stations get 74% of their gallonage in these cities. The food chains do 76% of their business here. The variety chains rely upon them for 89% of their sales. While the drug chains secure 97% of their volume from these master markets.

And these 995 cities are the stronghold of The American Weekly.

In 529 of these key cities The American Weekly

No other magazine in the world can boast such circulation or such key market coverage.

message forth into more than 5,000,000 homes located in the rich key markets at the rock bottom cost of less than $\frac{1}{8}$ cent per home.

That is why the list of important advertisers who use The American Weekly regularly continues to lengthen and grow.

That is why The American Weekly has leaped ahead from ninth to second place among the great national magazines in volume of advertising lineage carried in seven brief years.

Tradition dies hard but it cannot stand long against superior performance.

Where can you spend your advertising dollar more effectively?

ASK FOR THE WHOLE STORY

Additional facts concerning market values and business opportunities as indicated are available in a presentation entitled "People and Money—and Profits." This will gladly be shown to manufacturers and advertising executives upon request.

THE AMERICAN Greatest Circulation in the World A WEEKLY

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

Branch Offices: PALMOLIVE BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . . 222 MONARCH BLDG., SAN FRANCISCO
11-250 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND . . . 101 MARHETTA ST., ATLANTA . . . 1376 ARCADE BLDG., ST. LOUIS

Copy Testing Is Becoming More Accurate

There Are Nine Recognized Methods—But None Is Absolutely Fool-Proof

J. M. MATHES, INC.
NEW YORK

Editor of PRINTERS' INK:

It is my understanding that during the past year PRINTERS' INK has carried a number of articles on copy testing, and I should appreciate it very much if you could give me the dates of the issues in which this type of material appeared.

J. T. ELLINGTON,
Vice-President.

COPY testing represents one more attempt to put advertising on a scientific basis. Various methods of testing have been worked out, some of them founded on psychological experiments and others on sales records.

While even the most ardent exponent of testing will not claim that any method has been devised so far which is absolutely scientific and fool-proof, the interest in testing has undoubtedly done much for the cause of sound advertising.

A committee of the Association of National Advertisers reporting recently outlined nine methods of testing as follows:

1. Testing by coupon or inquiry count and analyses.
2. Pre-runs in test sales areas.
3. Consumer jury or order of merit methods, before publication.
 - (a) by personal interview.
 - (b) by mail.
4. Memory recall by consumer, after publication.
5. Recognition by consumers, after publication.
6. Timed attention; reaction optical tests; before publication.
7. Pre-judging by rating on psychological scoring factors, before publication.
8. Analysis in comparison of sales before, during and after advertising.

9. Opinion of professional advertising men.

The chief advantage to be found in tests based on psychology is that an advertiser can try out his advertising before publication, thereby saving in space costs.

Opponents of this type of testing maintain that it is not as accurate as results obtained from actual copy run in test areas. They point to examples of pre-testing which have not been successful and maintain that actually running advertisements in controlled areas gives a pretty accurate picture of what the advertising will do.

The trouble with this idea is that it is difficult to say just what is an ideal test area. There is no question that by careful choice of cities an advertiser can test copy which will give him a pretty good idea of the general reactions he will get to the copy, but if he expects that he is going to get accurate figures which will apply universally throughout the country, he will find that he is wrong.

As a matter of fact, however, actual testing of copy by running in a publication usually gives the advertiser accurate enough information to make it worth his while.

Claiming Too Much Has Hurt Testing

The whole idea of copy testing has suffered greatly from its advocates who have claimed far too much for it. As constituted today most of the accepted methods for testing are surprisingly accurate considering the comparatively short time they have been in use and the comparatively small number of tests that have been conducted.

A list of articles on methods of testing copy that have appeared in the PRINTERS' INK Publications during the last six years is available, and will be sent to subscribers who are interested in this subject.—[Ed. PRINTERS' INK.]

Radio Broadcasters Iron Out Their Problems

Annual Convention Takes Action and Makes Proposals Affecting Commercial Programs

DESPITE the recognized complexities and controversial nature of the problems that confront radio broadcasting, definite progress in their solution was reported at the convention of the National Association of Broadcasters, held at White Sulphur Springs last week.

While the deliberations of the convention, which had a registered attendance of 225, covered technical subjects as well as commercial broadcasting, it is developments in the latter that hold the greatest interest for advertisers and advertising agencies. The commercial committee, of which H. K. Carpenter was chairman, reported on the findings of sub-committees appointed to study five specific problems assigned to it by a meeting of the commercial section in Grand Rapids last June.

The questions covered station relations with advertising agencies and special representatives; rate practices based on a "per inquiry" basis; standardized units of sale and the demand on the part of advertisers and advertising agencies for uniform station data.

Reports of the sub-committees were presented to the committee as a whole which drew up resolutions to be acted upon by the convention. These resolutions summarized the work of the committee and, as Mr. Carpenter explained, did not necessarily reflect unanimous action of committee members. They did represent the majority opinions reached after long and heated discussions on the questions covered.

The commercial committee expressed itself as encouraged with the continued reduction of the amount of commercial copy in sponsored programs. It definitely recommended the elimination of such groupings as "general broadcasting," "five-minute periods,"

"spot announcements." It recommended that rate cards show rates for all broadcasting under the following classifications; one hour; one-half hour; one-quarter hour; five minutes and one minute (100 words or less).

Unanimous approval was given by the convention to a resolution that the N. A. B. undertake a study of all sales costs. The committee making the study is to present definite recommendations at the next annual meeting.

Another resolution condemned the practice of accepting business on a "per inquiry," "commission," or "contingent" basis. Such practices were declared to be inimical to the best interests of broadcasting and unfair to legitimate buyers paying card rates.

Acceptance on a sustaining basis of programs that are commercial in character was declared to constitute an unfair trade practice, in another resolution. The qualification was made to define "sustaining programs of a commercial character" as embracing those that are transcriptions or studio productions. Dance orchestra broadcasts from hotels and night clubs were exempted.

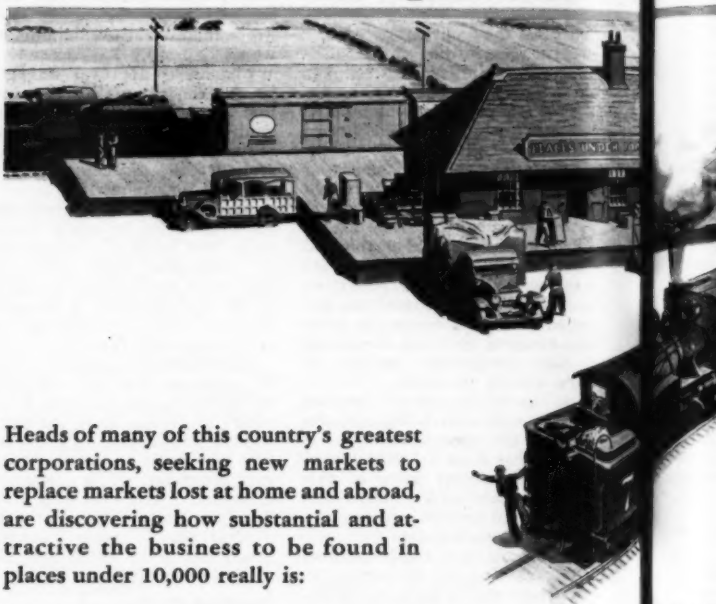
Standard Practices of Measurement Urged

The association went on record as being of the opinion that a survey of potential coverage is basic and preliminary to any further surveys or measurements. This resolution, which dealt with the insistent demand on the part of advertisers and advertising agencies for uniform rates and data, recommended that steps be taken to standardize practices of measurement. This was believed to be the first essential step to clarification of the problem. The many methods advanced of measuring station coverage and program prestige, it

LEADERS OF INDUSTRY

are already developing **THE**

to replace losses in other



Heads of many of this country's greatest corporations, seeking new markets to replace markets lost at home and abroad, are discovering how substantial and attractive the business to be found in places under 10,000 really is:

1. People who live in these places furnish 40% of the total national retail sales—more than all our export markets ever gave us.
2. Since 1932, eleven national advertisers who never before used *Country Gentleman* have come to accept the 40% market as basic in their selling programs and *Country Gentleman* as basic in their advertising.
3. Twenty other national advertisers who have been absent from *Country Gentleman* for four or more years have resumed regular advertising schedules.
4. The people in the *Country Gentleman*

market are easier to sell than those in ANY foreign market, because they are easier to reach and influence. No language walls, no shifting money exchanges, no lack of distributive machinery, no unfamiliar languages, limit this opportunity.

Longer than any other magazine, and more conspicuously, *Country Gentleman* has devoted itself to the leading families in the communities which buy the 40%—places under 10,000.

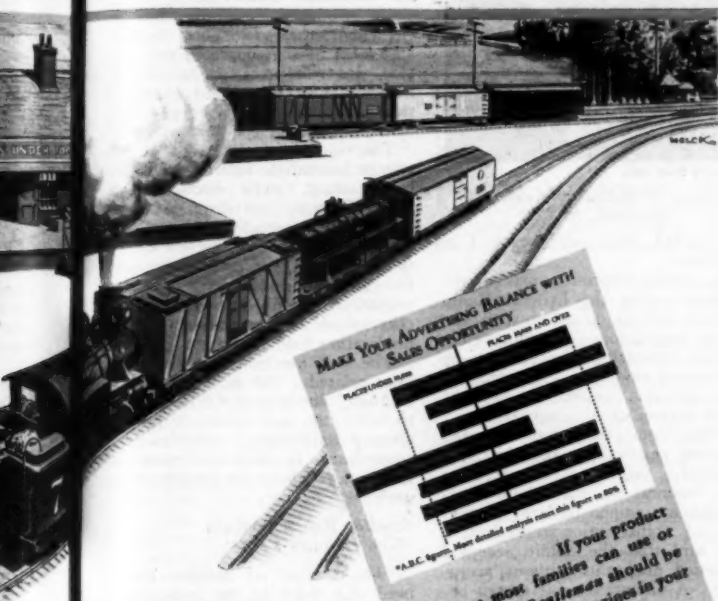
To both the men and women in the 1,650,000 families who read *Country Gentleman* every month, this magazine is a trusted friend and counselor.

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YOU
MILY

adelphia

TRY opin THIS MARKET osser in other fields



costs surprisingly little to share in
the unique confidence which exists be-
tween Country Gentleman and its
readers, and stimulate the buying power
these families so definitely possess.
Twenty per cent own homes; 86% own
automobiles. A full-page advertisement
every month for a year costs but 3¼
cents per family



COUNTRY GENTLEMAN

FAMILY COUNSELOR TO MORE THAN 5,750,000 PEOPLE
Key to 40% of National Sales Potential

The Curtis Publishing Company
Philadelphia • Boston • Chicago • Cleveland • Detroit • New York • San Francisco



Photo by Pach Bros.

**Alfred J. McCosker, Re-elected
President, N. A. B.**

was stated, have only resulted in confusion.

A fourth resolution was aimed toward urging the Federal Radio Commission to do away with existing regulations requiring electrically transcribed programs to be announced as such. The introduction of this resolution brought forth a number of arguments.

Proponents, those who wanted existing restrictions abolished, attributed a falling off in transcription business to the labeling requirement; emphasized the perfection of transcription reproduction and said that the public accepted recorded programs without prejudice. A distinction was drawn between records for sale to the public and transcriptions especially made for broadcasting. It was felt that no distinction could be made between transcriptions for commercial programs and those for sustaining.

William S. Hedges, of KDKA, opposed the resolution on the ground that it was inviting trouble from labor. Harry Howlett, of WKK, Cleveland, argued for it on the ground that stations are having difficulty selling transcriptions on account of advertisers' dislike of the enforced announcement. He said economic necessity outweighed possible difficulties from labor.

The proposed resolution, after extended discussion by the Convention, was considerably changed. As adopted, it urges the Federal Radio Commission to provide that a substitute announcement be used in place of present requirements. The desired announcement would read—"Produced by" followed by the name of the recording company or studio instead of "This is an electrical transcription especially produced for radio broadcasting." It was argued that a statement of the source of production was necessary so as not to mislead the public into thinking that a transcription program was a live broadcast.

Two questions, described as of utmost immediate interest to radio broadcasting, were discussed by John Benson, president of the American Association of Advertising Agencies. One is the question of sales representatives and the other a problem of measuring station coverage, or what might correspond to circulation in the publication field.

The two questions, he said, are inter-related. The better known a medium, naturally the less its cost to sell. A well-known value is already half sold. Agencies and advertisers, he declared, need to know more about the broadcasting medium.

Smaller Range Stations Have Definite Value

"The station of smaller range need not fear to be measured," said Mr. Benson. "It has a definite value of its own and that is what it should sell. The delineation of its scope would validate it for the advertiser and give him confidence; in the end, the advertiser is bound to find out."

What the undertaking needs, in his opinion, is a joint bureau, financed by the stations surveyed, on which the N. A. B., the agencies and the advertisers would be represented by a group of technical and advertising experts, to set standards, determine methods, hire and control engineers, supervise compilations and reports. This would, in effect, be a step toward

building a Radio Audit Bureau.

Mr. Benson paid a tribute to the work now being done by the Co-operative Analysis of Broadcasting, which has been directed by Crossley under the auspices of the Association of National Advertisers and the joint sponsorship and financial support of agencies and advertisers.

Another Important Problem

The other major question before broadcasters, Mr. Benson said, "is representation in the field of service and of selling. That has been gradually working itself out of a chaotic situation. When radio began to be a commercial factor, it sold time to anybody who had an order to place; then it began to be more selective, to recognize only certain people. These were, and still are, of various kinds.

"Some broker, some actively develop spot broadcasting business, some make records and build programs, and then there is the advertising agency.

"These three factors have been growing up together in radio service, have all had their part in building business for stations and programs for sponsors, and each is entitled to reward. But they cannot all be paid by the stations on one job; that might either rob the station of a decent profit or the advertiser of a fair return. No business, in the long run, can stand a triplicate tax for service, if the commissions are substantial."

Mr. Benson made the suggestion that one commission should be paid for service and another for selling. If the advertising agency builds the program, it earns its agency commission. If the program bureau does so because the agency is not well equipped, then the bureau should be compensated. If the agency only is allowed a commission, then it should pay for any program assistance it needs, either out of its commission, or by special arrangement with the client. The selling of radio time, Mr. Benson believes, could be organized along lines prevailing in publications; that is, by special

representatives handling no competing unit. Compensation would differ with the size and importance of the station.

However, it is one thing to aim at an ideal set-up and another to deal with actualities as they are and Mr. Benson anticipates that it will take time to develop better relations among stations and representatives.

"You need all the business you can get from recognized sources," the broadcasters were told, "who should be paid for their development of it, each in his own way. But the sooner we distinguish between the job of selling time, of producing material for broadcasting and of counseling and servicing the advertiser, the better it will be for the medium as a whole. It is the duplication of service and pay and the indiscriminate mingling of them which should be corrected."

Judge Eugene O. Sykes, chairman of the Federal Radio Trade Commission, discussed in detail the accomplishments and objectives of the Commission. Though trained technical minds are giving careful study to the development of visual broadcasting, this was declared by Judge Sykes still to be in the experimental stage. Visual broadcasting services were also reviewed in an address by John V. L. Hogan, consulting engineer. Television and facsimile broadcasting, he holds, have now advanced to the point where they can reasonably serve an interested public and it is up to broadcasters to decide whether they want to take the lead in extending their opportunities.

Radio and the Music Field

Alfred J. McCosker, of WOR, president of N. A. B., said that the outstanding problem that confronted the association during the year was its relation with the American Society of Composers, Authors and Publishers.

Joseph C. Hostetler, of the Association's legal counsel, stated that he is certain that N. A. B.'s suit versus A. S. C. A. P. would

be won. His answer to the charge that radio is murdering music was to cite the song-plugging activities of composers and publishing agents. He explained that N. A. B.'s proposal to A. S. C. A. P., covered payments for what is used, or as he describes it, "measured service."

I. D. Levy of WCAU, Philadelphia, exhorted broadcasters to awake to the need of fighting A. S. C. A. P. and to contribute to the campaign fund. He suggested 10 per cent of broadcasters' payments to A. S. C. A. P. as a proper contribution. Subscriptions were taken and a substantial amount is reported to have been pledged.

John W. Guider, special counsel for the N. A. B.'s code committee, discussed the present status of the code. The three paragraphs dealing with commissions to advertising agencies, sales representatives and sales staffs—that is, station salesmen—have been removed. A substituted paragraph bans payment of unearned commissions.

Mr. Guider stated that the committee felt it should not attempt to tell stations how they can sell; also that commission control could be got around by payment of salaries.

To make it easier for broadcasters to join the association, who

previously had found it financially impossible to do so, the constitution and by-laws were changed with respect to minimum dues. Dues which formerly were on the basis of station power, now will be on a basis of net commercial revenue.

Philip G. Loucks, managing director, stated that the present membership is 270, which is still less than half of the licensed stations of the country. It will be necessary for the association to have in its membership at least 70 per cent of all stations within the next ninety days, an objective that is necessary in connection with the NRA code.

Mr. McCosker was re-elected president. Leo FitzPatrick, of Detroit, was re-elected vice-president as was John Shepard 3rd, of Boston.

I. D. Levy of Philadelphia was elected treasurer to succeed Arthur B. Church of Kansas City, who was elected a director. Also elected directors were I. R. Lounsberry of Buffalo and Frank Russell of Washington.

H. K. Carpenter, of Raleigh, N. C. and William S. Hedges of Pittsburgh were re-elected directors.

Mr. Church was appointed to succeed Mr. Carpenter as chairman of the commercial committee.

Sales Executives Elect

H. D. Whittlesey, vice-president of the Sherwin-Williams Company, Cleveland, was elected chairman of the American Society of Sales Executives at its annual conference, held last week at the Westchester Country Club, Rye, N. Y. D. Gordon Hunter, vice-president of the Phoenix Mutual Life Insurance Company, was elected treasurer.

Ewald Heads Agency Committee

H. T. Ewald, of Campbell-Ewald Company, Detroit, has been appointed chairman of committee on outdoor advertising of the American Association of Advertising Agencies.

Expello to Mathes

The Expello Corporation, Dover, N. H., has appointed J. M. Mathes, Inc., New York advertising agency, to direct its advertising account. Products included are Expello moth killer and Elf cleaner.

New York "Evening Post"

Advances Wheeler

William E. Wheeler has been advanced to the position of national manager of the New York *Evening Post*, according to an announcement received from J. Mora Boyle, advertising director.

"The Parents' Magazine"

Appoints Gardner

The Parents' Magazine, New York, has appointed Samuel A. Gardner as its New England advertising manager. He was formerly New England representative of *Liberty*. Mr. Gardner's office is at 80 Boylston Street, Boston.

Gibson with Castle Films

Roy Gibson, formerly with the Butterick Publications, the Condé Nast Group and Scripps-Howard Newspapers, has joined Castle Films, New York, producers and distributors of business motion pictures, as assistant to Eugene W. Castle.

When People Have Problems

● Nothing paves the way for a sale quicker than a direct need for the product upon the part of the prospect. For when a person especially needs a certain item, he is usually in the buying frame of mind. Any salesman will tell you that there are no better prospects than those in that state. They are the easiest to sell.

Now, needs usually arise from problems—family or personal. When people have problems, they have needs to be satisfied in order to solve their particular problem. For instance, child care, health, the right preparation of food, feminine hygiene and countless similar problems of daily life. The solution of such problems is of primary importance. The cost of doing so is secondary because, in many cases, the social or business success of the persons involved rests upon the solution of the personal problem at hand.

Today, Physical Culture is known nationally as The Personal Problem Magazine. That more and more people every month are accepting it as such is pertinently evidenced by the continued increase in its newsstand sales.

In other words, more than a quarter of a million families regu-

larly every month are turning to Physical Culture Magazine to secure advice in solving their own particular problems. More than a quarter of a million families—regular family folks with ample money to spend and with many, many needs to be satisfied. More than a quarter of a million families in a buying frame of mind!

If you are a smart ad man looking for the "right ad-atmosphere" for your product's sales message, Physical Culture should be among your first selections. That is provided yours is a product which more than a quarter of a million of typical, substantial families can and do use aplenty. Food, toothpaste, cosmetics, antiseptics and a hundred and one other personal and household articles. With such a responsive audience as Physical Culture Magazine offers, your advertisement is practically guaranteed the right atmosphere for selling a real bill of goods.

John F. Learter

AN ADVERTISEMENT FOR PHYSICAL CULTURE, THE PERSONAL PROBLEM MAGAZINE

Securities-Act Rule for Class A-1 Advertising

Federal Trade Commission Aims at Practicality for the Advertiser and Safety for the Investor

TO render "practical," under the new Securities Act, the advertising in newspapers and magazines of Class A-1 securities, the Federal Trade Commission late last week made public a rule of advertising conduct and procedure.

The rule affects the advertising of that class of securities that is registered, under the new law, on Form A-1.

The commission, so it says, has undertaken, not only to make this type of advertising workable, but also to protect the investor. Thus, mindful of the limitations of space, it permits the omission of certain information that is required in the prospectus, and further permits what is printed to be condensed and arranged in any order. On the other hand, the investor, so the commission points out, is protected by the inclusion of certain information that, as a minimum, the advertiser must include.

Further, the rule applies only to securities that are or that ought to be registered under the Securities Act. Securities that were offered before July 27, 1933, may continue to be advertised in any form—subject only to the limitations of Sections 12 (2) and 17 of the Act.

The text of the rule follows:

(a) The term "newspaper and periodical prospectuses" as used in this regulation shall comprise only prospectuses printed in newspapers and periodicals and shall not include "reprints" or "proofs" of such prospectuses.

(b) A newspaper or periodical prospectus shall not be deemed "a written prospectus meeting the requirements of Section 10" within the meaning of clause (a) of Section 2 (10), and clause (2) of Section 5 (b) of the Securities Act.

(c) Newspaper and periodical

prospectuses of securities registered on Form A-1 shall contain the information listed below. Such information may be stated in condensed form and arranged in any manner desired.

1. Name under which issuer is doing or intends to do business.

2. Principal place of business.

3. Character of business done or intended to be done.

4. Length of time issuer and/or its predecessor has been engaged in this business.

5. Name of State or other sovereign power under which issuer is incorporated or organized and date of incorporation or organization.

6. If the issuer is a corporation, association, trust or other entity, the names of persons who are or are to become directors or persons performing similar functions and the names of the chief executive, financial and accounting officers chosen or to be chosen; if the issuer is a partnership, the names of the partners, differentiating between general and limited partner.

7. If the issuer is an organization formed within two years prior to the filing of the regulation statement, names of the promoters.

Data on Capital Structure

8. A brief statement of the capital structure of the issuer, setting forth (i) its funded debt, specifying its character, and, for each issue of obligations representative of such debt, specifying the date of issue, date of maturity and interest rate; (ii) its authorized and outstanding capital stock, specifying the kind thereof, the portion paid up, the par value per share (or the stated value per share if no par), the dividend rate (if any), the respective voting rights, preferences and conversion rights, retirement and liquidation rights

or values, and the rights to dividends and profits of each class with respect to each other class; (iii) its certificates of interest or other type of security, specifying the kind thereof and the rights and obligations incident thereto of a character analogous to that set forth in (ii).

9. A brief statement with reference to the issue being offered for sale, (i) if bonds or obligations representing funded debt, the character of such obligations, the amount authorized to be created, the amount offered, the dates of issue and of maturity, the interest rate, sinking fund or retirement provisions, and a brief summary of the security, if any, underlying the particular obligation, together with the price at which such obligations are being offered to the public; (ii) if shares of capital stock, the number authorized and the number offered, the kind, the dividend rate (if any), the dividend dates, the par value per share (or the stated value per share if no par), the voting rights, preference and conversion rights, retirement and liquidation rights or values, the rights to dividends and profits, and the price per share at which the present issue is being offered; (iii) if certificates of interest or other type of security, the number authorized and the number offered, the kind and the rights and obligations incident thereto of a character analogous to that set forth in (ii) and the price per unit at which the present issue is being offered.

10. If the indenture under which the bonds or funded debt above referred to permits the issuance of additional bonds of funded debt thereunder, state briefly the provisions in regulation thereto.

On Substituting Property

11. If substitution of any property securing the funded debt listed above be permitted, give a summarized statement of the conditions under which substitution is permitted; if substitution is permissible without notice, make a specific statement to that effect.

12. Estimated net proceeds to be realized by the issuer from the sale of the issue being offered, and the estimated amount to be realized from other sources, naming such sources and amounts.

13. Condensed statement of the specific purposes, together with the approximate amount to be devoted to each such purpose, so far as determinable, for which the funds set out in 12, are to be used.

14. If any part of the proceeds to be derived from the security offered is to be used for the purchase of any property, real or personal, tangible or intangible (including good-will and going-concern value), not in the ordinary course of business, a statement that an itemized account of the cost, commissions and expenses connected with such purchases set out in the prospectus which will be furnished upon request.

Using Proceeds for Buying Businesses

15. If any part of the proceeds to be derived from the security offered is to be applied, directly or indirectly, to the purchase of a business, a statement that financial statements concerning such business are set out in the prospectus which will be furnished upon request.

16. A full statement as to the nature and extent of the interest, (including cost, if possible, of determination) if any, of every director, principal executive officer, underwriter and of every stockholder owning 10 per cent or more of any class of stock of the issuer in any property acquired within two years preceding the date of the offering of the issue now being offered for sale or proposed to be acquired by the issuer not in the ordinary course of its business together with the sale price of such property to the issuer.

17. The name and address of each principal underwriter of the issue being offered. If any such underwriter is controlled by, or controls, or is under common control with the issuer, that fact shall be stated.

18. The price per unit, if known,

TOUGHEST TEST

IF you want to know what magazines the people who buy your product are interested in, go into the market-place and question them.

By so doing you squeeze the water out of circulation figures, eliminate subscribers whose interest in a magazine is casual, uncertain—eliminate also subscribers who may cheer a lot but buy little.

TIME decided to give itself this toughest test. Five advertising agencies in six cities have already made it among over 6,000 women buying in high grade grocery stores. The question: "Among all magazines, weekly or monthly, which do you read and enjoy most consistently, issue after issue?"

The Summary of Results Follows:

Circulation

1. A woman's magazine (2,000,000)	1,658 votes
2. A general weekly . . (2,700,000)	1,114 "
3. A general monthly . (1,700,000)	988 "
4. T I M E (430,000)	721 "
5. A general monthly . (1,800,000)	630 "
6. A woman's magazine (2,500,000)	594 "
7. A general weekly . . (1,950,000)	587 "
8. A woman's magazine (2,250,000)	554 "
9. A general weekly . . (1,150,000)	425 "
10. A general weekly . . (2,150,000)	424 "

This Investigation covers a market of good customers so broad, so large, that only magazines with circulations running into the millions can command the active interest of any large section of it . . . *with one exception . . . TIME.*

How can TIME, circulation 430,000, receive more votes than magazines with two, three, four times its circulation? For details of the survey see "TIME—Today Tomorrow" just off the press.

TIME

The Weekly Newsmagazine

at which each security offered is sold or to be sold to each principal underwriter; if not known, the method by which such price is determined.

19. A list of the persons or classes of persons (other than the underwriters as such), naming such persons or specifying each class, to whom securities are proposed to be offered at prices varying from the price at which the securities are offered to the general public.

20. If the issuer is a holding company or subholding company, state the number of companies controlling the issuer and/or controlled by the issuer and/or under common control with the issuer.

21. If any statement contained herein purporting to have been prepared by an expert has been prepared by a person who is an officer or employee of or who has any interest in or is to receive an interest in the issuer or a subsidiary or affiliate thereof as payment for such statement, or by a person who has been employed upon a contingent basis, a full explanation of the circumstances should be made.

22. A condensed balance sheet of the issuer, stating specifically at least the data required in the following form as reflected in the latest balance sheet filed by the issuer in connection with its registration statement, and stating, where such is the case, that such filed balance sheet has been certified to in the manner required by the rules and regulations of the commission by independent public or certified accountants, naming them:

Balance Sheet as at.....1933.

ASSETS.

Cash.

Notes and accounts receivable, trade (less reserve for doubtful accounts).

Inventories.

Marketable securities.

Notes and accounts receivable from officers and affiliated companies.

Property, plant and equipment (less reserve for depreciation and depletion).

Intangible assets.

Other assets.

Total assets.

LIABILITIES AND CAPITAL.

Current liabilities.

Long-term debt.

Other liabilities.

Preferred stock outstanding.

Common stock outstanding.

Surplus reserves.

Surplus from appreciation.

Capital surplus.

Earned surplus.

Total liabilities and capital.

NOTES.

1. If securities are at market, state also the cost, and if cost, the market value at the balance sheet date.

2. Contingent liabilities should be shown at the foot of this statement with appropriate explanation.

PROFIT AND LOSS STATEMENT.

23. A brief summary of the latest profit and loss statement filed by the issuer in connection with its registration statement in approximately the following form and stating that such filed profit and loss statement has been certified to in the manner required by the rules and regulations of the commission by independent public or certified accountants, naming them:

PROFIT AND LOSS STATEMENT FOR PERIOD.

From..... To.....

Income: Gross profits or operating revenues.

Other income.

Total.

Expenses:

Operating expense.

Interest charges.

Depreciation and depletion.

Taxes.

Total.

Net income.

24. Show a statement of dividends paid on each class of stock during the last fiscal period for which a profit and loss statement has been filed by the issuer in connection with its registration statement.

25. The following statements in prominent and conspicuous type

Champagne Test— on a Beer Outlay!

Testing in other places is all right, but when you hit New York City, the cost of a test sounds like an appropriation rather than a test.

Now, instead of testing your copy for New York in the middle West, or upstate, or anywhere else, why not test it right on the premises, so to speak. Here's how—

Right across the Hudson River is Hudson County, including Jersey City, Hoboken, Union City and a few others closely knit into one city, with a population density greater than on Manhattan Island. Thousands of them are New York business men and women, and Hudson countyites have a metropolitan outlook on life.

If copy will pull in Hudson County, it will pull in New York City.

The JERSEY OBSERVER does a good job in this territory—40,000 circulation—rate 12c a line—and a live merchandising staff will cooperate.

Ask GILMAN, NICOLL & RUTHMAN men about "Observer City."

Jersey Observer

OFFICES

HOBOKEN-JERSEY CITY-UNION CITY

equally as large as that used in the body of the advertisement:

At the top—"Registration of these securities with the Federal Trade Commission does not mean approval by the Government of these securities or any statement

made in literature pertaining to them."

At the bottom—"Before buying, examine the prospectus containing additional important information. Prospectus obtainable from — on request."

F. J. Hermes Dies

FRANK J. HERMES, a senior partner in The Blackman Company, New York advertising agency, died last week at New Rochelle, N. Y. Mr. Hermes, who was in his sixtieth year, had been ill for some time.

For many years he was with Brokaw Brothers, where he rose to the position of credit manager, which position he resigned to join the Frank Presbrey Company. In 1908, together with Frederick J. Ross and O. H. Blackman, he founded the Blackman-Ross Company, predecessor to The Blackman Company.

One of the two advertising agency representatives on the board of directors of the Audit Bureau of Circulations, of which he was a director for many years, Mr. Hermes was known especially as an authority on media and management. His greatest attributes were his common sense and trustworthiness, which made his services and counsel sought after.



He was conspicuous in community leadership, serving as a governor of the New Rochelle Hospital and of the local Y. M. C. A. He also had been chairman of the local Boy Scouts' and Red Cross chapters.

Date Exchange to Advertise

Following the formation of the California Date Exchange, membership of which controls 90 per cent of the State's production, an industry-wide campaign is planned. The campaign will tell of the superiority of the California date which reaches the consumer in natural form. It will be directed by Lord & Thomas, Los Angeles, which also handles the advertising of the California Date Growers Association.

Landis on Trade Commission

James McCauley Landis, professor of legislation in the Harvard Law School, has been appointed a member of the Federal Trade Commission by President Roosevelt. He has been associated with the Commission recently as a special adviser during the formation of the new division which handles registration of securities.

Liquor Account to Klein

The Cooper Supply Company, Philadelphia, distributor of food delicacies, wines and spirits, has appointed Philip Klein, Inc., advertising agency of that city, to direct its advertising. The Cooper company, according to Nathan Cooper, president, will have more than \$3,000,000 worth of wines and spirits to market when repeal is effective. At the present time, it is distributing under a Government medicinal permit.

Chain Stores to Pay Tax

Chain stores of Alabama have given up their fight against the State sales tax. They also have announced their readiness to pay for the last three years with interest. They have abandoned plans to appeal the decision of the Montgomery Circuit Court which ruled the tax legal.

24 hours to any point in the United States



A corner of the shipping room, where boxes are made and packing material cut to size while plates are in the foundry, expediting quick shipment.

BY parcel post, air mail, or express Rapid has *rapid* access to any point in the United States. By the same token Rapid is geared to handle an electrotyping job in minimum time. Like time and tide, closing dates wait for no man.

Of course, Rapid prefers to have ample time to do the thorough job, but when it must be done quickly it can and will — an important point in times like these when advertisers are waiting until the last minute to okay schedules.

The RAPID *Electrotype Co.*

The Largest Plate Makers in the World

W. H. KAUFMANN, President

CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

Small Agencies Draft Code

Plan to Oppose Four A Code as Not Being Representative of Whole Field

A NEW code for advertising agencies has been drafted and is sponsored by a group of executives of small agencies who are organizing the Institute of Advertising Agencies of America. These executives largely represent small agencies in Chicago which, though they have taken the initiative, are bringing to their support small agencies in other cities.

Exception is taken to the code which the American Association of Advertising Agencies has submitted to Washington. The points on which issue is taken were summed up in a report presented at a meeting in Chicago, last week, by a committee of which M. E. Maggart, president of the Maggart Corporation, is chairman. Members include: C. Wendell Muench, W. H. Evans, E. J. Lauesen and Dr. L. G. Maison, of Professional Advertising, Inc.

The committee holds that the Four A's is not a "truly representative" body; that the code it sponsors does not represent the views of the small agency, and that accordingly administration would rest in the hands of representatives of large agencies without consideration of the small agency's problems.

The sections on methods and cost of administration are the principal respects in which the institute's code differs from that drawn up by the Four A's. The introductory provisions and those relating to wages and hours of employment and agency compensation remain the same.

Following Amendments Suggested

The committee recommends that the code submitted by the Four A's be amended as follows:

It does not feel that most of the seven points outlining "unfair trade practices" belong in an agency code. The position is taken that an agency, as its name implies, is limited to being an agent,

that the advertiser as the final authority must assume all responsibility as to misrepresentations, legally, morally or ethically.

The committee describes as "vicious" any provision which recognizes the authority of publishers' associations to grant or deny recognition to advertising agencies as this would thwart the normal advancement of the small agency.

It also objects to administration resting under the president of the Four A's.

The committee recommends that five classifications be set up as follows:

A—Agencies whose volume is under \$50,000.

B—Those doing \$50,000 to \$100,000.

C—Those doing \$100,000 to \$250,000.

D—Those doing \$250,000 to \$1,000,000.

E—Those doing over \$1,000,000.

By caucus, three agency members would be selected for each classification, one each from the East, Middle West and West. The resulting total of fifteen, together with three representatives appointed by the President of the United States, would constitute the administering body. The committee believes that such a body would be truly representative and would give each geographical territory a regional committee for the purpose of administration.

The committee will elect an executive officer to carry out its policies and decisions.

The cost of administration is to be assessed on a graduated scale, based on the five classifications of agency billings; ranging from \$25 for the \$1,000,000 and over group down to \$2 for the smallest classification. A limit of three such assessments during any one year is set.

The section on unfair trade practices has been materially sim-

Oct. 2

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plified in relation to the similar section in the Four A's Code. There are but two clauses.

One designates rebating of commissions as a violation of the code. The second covers "the willful preparation or acceptance for publication of any advertising known to be fraudulent or harmful to the best interest of the public."

Copies of the newly formed I. A. A. A.'s code are being mailed to 3,300 concerns serving advertisers. Upon receipt of any further revisions deemed advisable, it is planned to submit the code to the NRA.

The new institute is being organized as an Illinois corporation. Mr. Muench is chairman of the organization committee.

Establishment of local councils in all major advertising centers is planned. While code revision is the immediate objective of the I. A. A. A., it proposes to continue as a service association for all advertising agencies desiring to join.

At Four A headquarters it is felt that the attitude and plans of those who constitute the nucleus of the small agency revolt, are due

to several misconceptions. First, the small agencies seem to feel that, under the submitted code, they could no longer operate on a fee basis. The code will be changed to provide against that contingency. The provisions of the code will be complied with so long as the fee equals or exceeds the stated agency commission.

Second, misconception exists over the assessment of \$10 from agencies to cover administration costs. It is expected that the code will be amended whereby larger agencies will bear their share in proportion to billings.

Third, misconception exists because of a belief that the Four A's is a large agency organization whereas, it is pointed out, the majority of its members are small agencies, although large agency members represent the bulk of advertising billings.

To clarify matters, the Western Council of the Four A's is planning to hold a meeting for discussion of the code. Mr. Maggart and other executives who are with him in insisting upon submission of a drastically changed code, will be invited to attend.

New Philadelphia Weekly

The *Philadelphia Passing Show* is a news and pictorial weekly, publication of which will soon be started by the Pepper Publishing Company, Inc., 5011 Sansom Street, Philadelphia. James Welsh Pepper, for the last four years with the *Public Ledger*, is editor. George T. Thompson is advertising manager and P. J. Carlin, Eastern representative. Mr. Pepper was chairman of the board of editors of the *Yale Record*.

With Bowman, Deute, Cummings

Ray R. Morgan has resigned as vice-president of Earnshaw-Young, Inc., Los Angeles, to become associated with the Los Angeles office of Bowman, Deute, Cummings, Inc., in a similar capacity. Among the radio features with which he has been identified is Chandu.

Represents "Drug Bulletin"

Drug Bulletin, Cleveland, has appointed the Ewing Hutchinson Company, publishers' representative, Chicago, advertising representative in Illinois, Indiana, Michigan and Missouri.

Controls Watertown "Times"

Complete ownership and control of the Watertown, N. Y., *Times*, which he has edited for nearly fifteen years, has been acquired by Harold B. Johnson. The control comes through Mr. Johnson's purchase of the only block of the Brockway Company stock still outstanding. He has been president of the company about fifteen years.

To Publish "Squash-Badminton"

On November 1, a new magazine, *Squash-Badminton*, will make its appearance. Stephen Wallis Merrihew is publisher and Robert C. Hynson editor. Offices are at 500 Fifth Avenue, New York.

Joins Grombach

Colonel E. N. Appleton, formerly of the Intelligence Department, United States Army, has joined the contact and sales staff of Jean V. Grombach, Inc., New York, radio programs and electrical recordings.

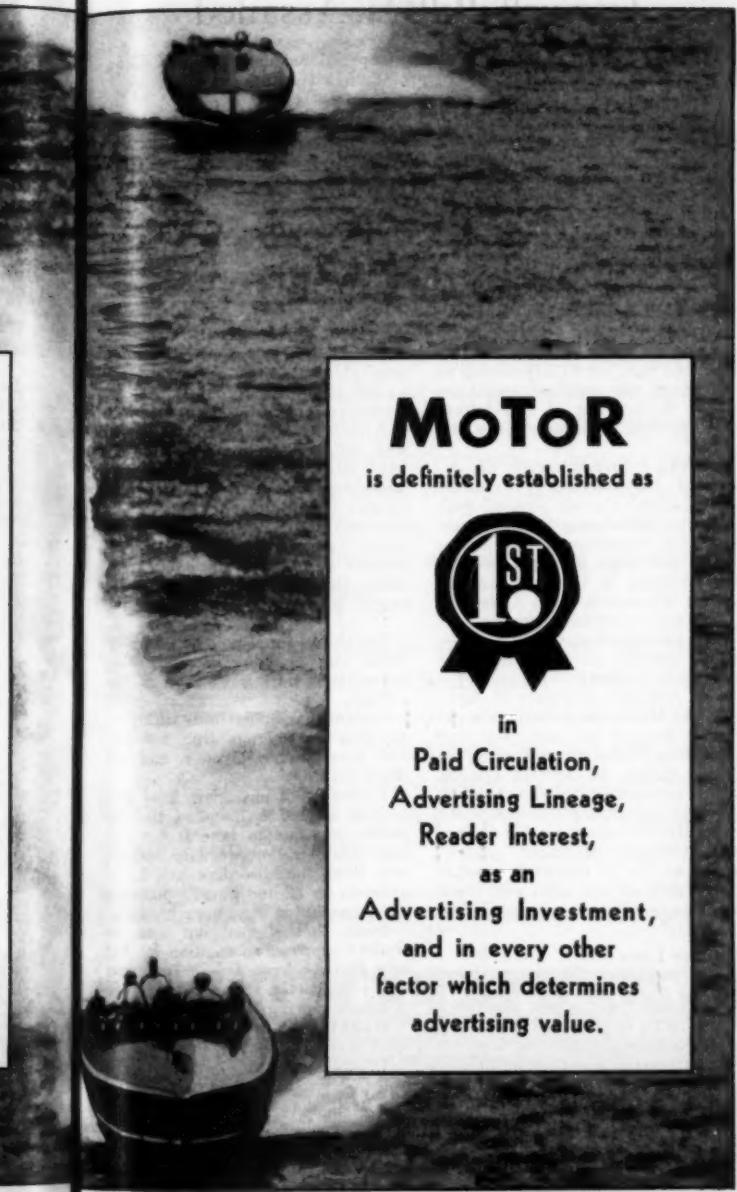


FIRST IN READER INTEREST

Subscription renewals reflect reader interest. Q MoToR's figure is 70.76%—the highest in the field. Q MoToR carries NO subscribers in arrears. Q Such LEADERSHIP means the most effective and economical sales medium.

MOTOR

The Automotive Business Magazine



MoToR

is definitely established as



in

**Paid Circulation,
Advertising Lineage,
Reader Interest,**

as an

**Advertising Investment,
and in every other
factor which determines
advertising value.**

Tugwell Bill Is Assailed

Proprietary Manufacturers Dissect It in Special Session and View It as "Unwarranted, Unfair and Vicious"

AT a special all-day session in New York last week, the Proprietary Association, which includes in its membership approximately 80 per cent of the American producers of packaged medicines, dissected the Tugwell bill, designed to regulate the advertising of foods, drugs, and cosmetics.

That which they dissected the proprietary men keenly disliked. They called the bill "unwarranted" and "unfair" and "vicious." They protested that, as to advertising in their field, the measure would set up the Department of Agriculture as "detective, prosecutor, jury and judge."

Visiting representatives of organized manufacturers of medicines and toilet goods pledged their support to the proprietary manufacturers' opposition campaign.

The meeting's principal speaker was William S. Groom, president of the Thompson-Koch Company, Cincinnati advertising agency.

Mr. Groom viewed the situation as an instance of "advertising or Professor Tugwell."

The Assistant Secretary of Agriculture, Mr. Groom said, has declared himself as believing that "branding, elaborate packaging, inflated claims to special quality, with exaggerated ballyhoo, are all more or less attempts to escape the necessity of honest market expansion through decreased prices," and that "it is doubtful whether nine-tenths of our sales effort and expense serves any good social purpose."

Existing Laws Can Prosecute

"An eminent lawyer tells me," Mr. Groom went on, "that there is ample basis under existing laws for the successful prosecution of any advertising that can be shown to be false as a matter of fact. If a man is accused of violating a law, and is tried in court, the case

against him must be proved. He cannot be convicted merely because, in somebody's opinion, he has done a wrong. . . .

"Under the Tugwell bill, an advertisement need not be *proved* false. It is enough that it be held false in the opinion of certain gentlemen connected with the Department of Agriculture. . . .

"Of course, this is only an experiment, probably only the first step, in Professor Tugwell's complete plan to reduce all advertising to the 10-per-cent volume that he considers legitimate."

After the passage of the Tugwell bill, will it be possible to do any advertising of proprietary medicines at all? It will, Mr. Groom said, but "the only thing that will not be possible will be to make the advertising pay." The speaker offered a specimen that, under the Tugwell rules, he said, might get by. It would read:

We think our medicine is good. There may be other better brands, but at least ours is as good as the average.

Certain gentlemen in Washington say it is a dangerous drug, but several persons have taken it and not died—yet.

Thousands of physicians have prescribed it, and millions of the lay public continue to take it for certain disorders, but we dare not tell you what the disorders are. Pay your doctor \$2 and he will probably prescribe it for your next headache—there, that slipped out and we weren't supposed to mention it. But now that we have done so we must tell you that it will not cure your headache, or something, and you will still have the headache long after you think it is gone.

In spite of all this, we must urge you to buy our medicine anyhow, as we need the money to push our sales of impure food for the purpose of poisoning your children.



Portrait of a Southern Lady

SHOPPING . . . A very typical lady she is . . . reading her newspaper before she buys. Newspapers give you the only real approach to southern buyers. They are read and relied upon by practically 100% of all white families. No other medium and no combination of media *can* approach that coverage.

From Oklahoma and Texas to the Atlantic Coast, the South today has spending money. Sales figures are showing substantial gains. Newspapers alone can give you your share of this responsive loyal market. If you are not in newspapers you are not in the South.



SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

4 SIMPLE FACTS ABOUT SOUTHERN NEWSPAPER COVERAGE

- Practically 100% coverage of white families.
- Circulation of other media not comparable in size or productivity.
- Southern market represents ideally balanced agricultural and industrial income.
- Low linage rates enable you to work markets intensively.

Detailed information on Southern markets is available from Southern Newspaper Publishers' Association, P. O. Box 468, Chattanooga, Tenn.

Pattern for Liquor Advertising

IN more than 100 newspapers in twenty-two States, large space has been taken by the National Distillers Products Corporation, New York, to give the public its declaration of policy. There is no urge to buy liquor. Copy pleads for temperance.

The company pledges itself to stand "in every phase of our business for moderation and not abuse—for temperance instead of excess—for the strict observance not merely of legal duty, but of moral duty as well."

"Will you not join with us," prospective customers are asked, "and by using your *new freedom* wisely and *temperately*, help us to safeguard the privilege which hopeful American men and women now are voting to give into our common care?"

This initial advertisement, it is

understood, sets the pattern for other advertisements to follow. The twenty-two States in which the advertising is appearing are those in which it is expected liquor will be sold when repeal comes.

A number of newspapers refused to accept the copy, but the number so refusing was but a small part of the papers placed on the original list. In those cities where copy was refused, an alternative paper was selected. There was no way of knowing what a paper's decision would be. It was a case, it is explained, of offering the advertising and seeing if it would be accepted.

A survey is now being conducted to ascertain what the attitude of magazines will be. Efforts are now being directed toward lining up wholesalers so that distribution channels will be ready.



With Benton & Bowles

Betsy Anne Schellhase has joined Benton & Bowles, New York advertising agency, as a copy writer. Recently with Helena Rubinstein, Inc. Miss Schellhase was formerly with Fuller & Smith & Ross, Inc., in both its New York and San Francisco offices.

Appoints Mel Meyers

Mel Meyers has been appointed sales manager of the metropolitan hotel division of the North American Continental Corporation, New York, liquor distributor. He has been director of advertising and publicity of the Bowman-Biltmore hotels.

Handling Yuban Coffee Account

Arbuckle Brothers, New York, have appointed Riegel & Leffingwell, Inc., New York, to direct the advertising of Yuban coffee.

Issertell with Pattern Firm

Norman Issertell, for many years assistant sales manager of The Butterick Company, has joined The Simplicity Pattern Company, New York, as sales director.

Gets Cigar Account

The R. G. Dun Cigar Company, Ltd., London, Ont., has appointed A. J. Dunne & Company, Ltd., Toronto, to handle its advertising.

Owen Returns to "Maclean's"

After an absence of almost ten years during which time he has been successively advertising manager of the *Toronto Globe*, *Toronto Mail* and *Empire* and *La Patrie*, Montreal, R. Bruce Owen has rejoined the advertising staff of *Maclean's Magazine* in the Toronto office. When he was with *Maclean's* before, he was Montreal manager.

Bryan-Hoskins, New Business

R. E. Bryan for eight years manager of the general merchandise edition of *Chain Store Age*, has resigned and, with Guy S. Hoskins, has formed the Bryan-Hoskins Company to act as manufacturers' sales representatives to the chain-store field. Offices are at 1107 Broadway, New York.

Start "Modern Distillery"

The first issue of *Modern Distillery* will be published December 1, by the Conover-Mast Corporation, New York, publisher of *Mill & Factory* and *Modern Brewery*. Edward F. Wright, who has been advertising manager of *Spirits*, New York, has been appointed Eastern advertising manager of *Modern Distillery*.

Hardin Joins Mathes

Adlai S. Hardin has joined J. M. Mathes, Inc., New York, as account executive. He formerly was vice-president and manager of the New York office of Barlow, Feeley & Richmond, Inc.



Recovery?

What Do YOU Think!

According to figures in Sept. 30th Issue of Editor & Publisher, the

Cedar Rapids Gazette

Published More Total Lines Of Advertising
During The First Six Months Of 1933
Than Any Other Iowa Newspaper!

1. CEDAR RAPIDS GAZETTE	2,899,795
2. Des Moines Tribune	2,859,136
3. Davenport Times	2,722,384
4. Des Moines Register	2,537,834
5. Sioux City Tribune	1,980,074
6. Sioux City Journal	1,974,265
7. Mason City Globe-Gazette	1,885,898
8. Dubuque Telegraph-Herald	1,656,762

— AND —

During July, August and September, 1933
THE CEDAR RAPIDS GAZETTE carried

97,535 MORE LINES

Of Total Advertising Than In The
Same Period Of 1932!

ANOTHER GOLD STRIKE!

Iowa's 1933 Corn Crop Is Worth \$41,770,000.00
MORE Than The 1932 Crop!

YOU ARE INVITED—To join with other National Advertisers in placing your messages before the people living in this fertile, wealthy section through the columns of this newspaper!

"Blankets Iowa's Richest Market"

Cedar Rapids Gazette

Represented Nationally By
ALLEN-KLAPP-FRAZIER CO.
Chicago. Detroit St. Louis

New York

St. Louis

The Cow That Became a Boy

TWINKLING-EYED, humor-loving Karl Schulpig of Berlin, is a well-known artist. In little open-air restaurants outside of Berlin he often used to draw quick pictures on the tablecloths. These fun sketches, as well as the more serious work which brings him his bread and beer, have always been noted for their friendly touch of whimsicality.

What more natural when the Bolle Dairy Company of Berlin, a company which supplies the greater number of the inhabitants of that gay capital with their milk, butter and other dairy produce, decided to get itself a trade-mark that it should send for jolly Karl? The company wanted friendliness, simplicity in its trade-mark. It also wanted



The "Bolle" trade-mark

something which could easily be remembered.

When the artist sat down in his studio on the third floor of a suburban house, high up under the eaves, he took out his pencil and started to make some sketches. Quite naturally he thought first of a cow, a funny-looking cow. The first stages of his development of the trade-mark along these lines are shown in an illustration on this page. He jumped from

the study of funny-looking cows to a curious winged something-or-other. He tried out a strange-looking milk bottle. He started to make the cow's horns the first portion of the word "Bolle."

None of them seemed to click with him. He wasn't getting along very well with his trade-mark job.

Then, he heard a bell outside the window and looking out, saw one of the little boys who have become a feature of the streets of Berlin and its suburbs as they go their rounds, ringing a bell to announce their arrival with their milk containers.

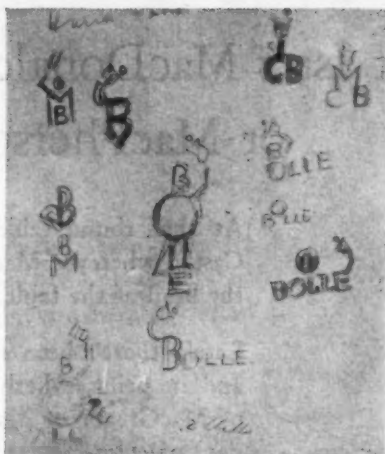
It struck artist Karl as a happy inspiration. He started to work on that one, discarding the milk cow entirely. After much perseverance and experiment in translating his picture into some sort of a design, he made the sketches which are shown on the following page. Sometimes it was just the initials of the company with a bell on top but all through it persisted the thought of the boy himself, his package, his feet, his



The trade-mark in its early stages



The source of the inspiration



Further stages in the development of the trade-mark

arms, all somehow spelling the name of the product he was trying to make dramatic.

How he finally worked out his inspiration into an effective design and then finally evolved a trade-mark which combines brilliantly picture and word, is shown on page 92. For here is a trade-mark which at once gives a clue to the character of the business, the name of the firm, suggests action, is good-humored and, in short, combines all the elements which a fine trade-mark ought to have.

A special decoration is therefore due to artist Karl for working so

long and so hard for so happy a result, to the head of the Bolle Dairy Company who had vision and courage enough to O. K. such a trade-mark and to Doctor Eberhard Holscher, who secured from the artist his designs, wrote about the incident in *British Commercial Art and Industry* and thus gave to manufacturers everywhere the suggestion that they keep an open mind when it comes to the selection of a trade-mark design, that they then have the good sense to O. K. one when an artist does his stuff conscientiously and with imagination.

To Handle Wine Account

Bisceglia Bros., St. Helena, Calif., have appointed Grant & Wadsworth and Casmir, Inc., New York, to direct their advertising. Newspapers and magazines will be used to advertise a complete line of wines which will be sold through retail outlets bearing their own name.

Grombach Advances Davis

Tyler Davis has been appointed sales manager of Jean V. Grombach, Inc., New York, radio programs and electrical recording. He has been with Grombach in a contact capacity.

President of Ostermoor

Daniel C. Merrit, industrial engineer, has been elected president of Ostermoor & Co., Inc., New York, mattresses.

Baumgarten with Ken-Rad

Harry E. Baumgarten, treasurer and business manager of the Louisville, Ky., *Herald-Post*, has resigned to become controller of the Ken-Rad Tube & Lamp Corporation, Owensboro, Ky., the Ken-Rad Corporation and Kentucky Electric Lamp Manufacturing Company.

Fry Represents Waxman

Harry E. Fry has been appointed business representative of the Henry Waxman Studios, New York. He was formerly with Cowan & Dengler, Inc., and, more recently, has conducted his own advertising service.

Start Survey Service

Ransom & Ransom is the name of a new fact-finding and survey service which has been organized at Memphis, Tenn., by Garner Ransom.

It Isn't MacDonald, MacGregor or MacPherson Any More.

At that round table in an old Highland Castle, wherever MacDonald sat there was the head of the table.

Lately there's been some discussion, verbal and in print, whether it was MacDonald or MacGregor or MacPherson. But in this day of fast-moving business, what's the difference who it *was*? It's who it *is* that counts.

And in American business today it's the *Merchandisingly Alert* who sit at the head of the table. Eyes and ears turn that way naturally for *there* is the answer to problems of profit.

Methods of beating down labor, chiseling prices, selling at a loss, cheating dealers and distributors—all these have run their course or are being made impossible by the NRA. Profit now is a problem of selling enough volume at the right price. In other words, merchandising.

The firms and men who are the *Merchandisingly Alert* will be the leaders in this

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recovery of business. And those men are more readily identified as the readers of PRINTERS' INK, Weekly and Monthly, than by any other means.

To the uninitiated, hard taskful reading perhaps. Yet to the *Merchandisingly Alert* the PRINTERS' INK Publications are both romance and authority. Romantic in dealing with a subject to them of paramount interest. Authoritative in a practical, how-to, case method editorial policy, in which check and double-check are words of meaning.

In close to 40% of the cases, these men connected with manufacturing concerns are officers or general managers of their firms. An additional 30% are sales or advertising managers.

If you have a story that will mean more effective sales or advertising to American business, your one best audience is the *Merchandisingly Alert*, through the PRINTERS' INK advertising pages.

Three-Thousand Dollar Sales— These Days—to Executives

How It Is Done, Told at the Convention of the Direct Mail
Advertising Association

By Herbert W. Stoetzel

Advertising Manager, Republic Flow Meters Co.

OUR company manufactures a line of power plant instruments, which have the greatest application in the process industries. They are considered capital equipment, and have an average unit cost of around \$300.

An installation may vary in size from two meters on up to several hundred, the average installation being around ten meters, representing an investment of about \$3,000, which may be made at one time or over a period of months. Our products are sold direct to the user through our own salesmen working out of twenty-three branch offices.

The chief engineer or plant engineer is the individual usually contacted, and the party with whom we usually do business. Need it be said that we have witnessed radical changes in the buying habits of industry during the last few years? Changes which had to be met with corresponding changes in sales methods, sales presentations, and advertising appeals. What changes have to be made, and how they can be effected is the problem with which most of us have been laboring.

After viewing the problem from every angle we came to this conclusion: Buying today is not done by any one man; it is the result of collective thinking, in which the chief executive plays an important part. If our selling and advertising are to be successful, we must contact the men in the following three categories:

1. Executive Group: Our advertising and sales effort must include the executive, because he controls the purse-strings. Few expenditures are now being made without

his approval in any line of business. He must be sold on the value of flow meters before our 1933 sales program will secure the volume we must have.

Regardless of how successful our sales efforts might be with the men generally contacted, it is obvious they will be worthless unless the man "up top" gives the necessary approval.

2. Plant Management Group: These men have the over-all responsibility of the plant's operating efficiency. They are tremendously interested in every method of cost reduction, but they must be sold on the importance of meters, or they might want to spend any available funds for other types of production equipment.

3. Engineering Group: The chief engineers, power superintendents, etc., will decide whether flow meters or other equipment such as pumps, economizers, etc., are to be purchased. If flow meters are purchased, they will have a lot to say about who gets the order.

A Re-adjustment of Sales Policies

The advertising campaign I am discussing was really one step in the readjustment of our sales policies to meet present conditions. This readjustment was undertaken during the last quarter of 1932. Every possible economy which could be effected in the various departments within our organization had been taken advantage of. It was apparent that if we were going to get out of the "red," we would have to find some way of increasing our sales.

The first step was to analyze the salesmen's call-reports for the previous six months, in an effort to determine, if possible, particular

From a speech delivered at the convention of the Direct Mail Advertising Association.

sales obstacles which were met with most frequently. A tabulation of the reasons why orders were held up or lost to competitors, revealed that the following three causes covered about 80 per cent of the cases:

1. Cannot or will not buy now.
2. Price competition.
3. New man on the job. Not familiar with our instruments.

At that time (December, 1932) a national movement was under way to get industry to make those investments in capital equipment, which under current business conditions, would prove profitable. I refer to the work of the National Industrial Rehabilitation Committee, under the chairmanship of Mr. Robertson, chairman of the board of Westinghouse. Thousands of men throughout the country were out calling upon the heads of various business concerns trying to get them to rehabilitate their plants, the idea being that if everyone purchased as much as they could, everyone would benefit by the increase in business.

We felt that the plan was sound and deserving of our wholehearted support, and it was therefore decided to tie in our sales-promotion work with this rehabilitation movement.

During 1932 we received a number of large orders which would have been considered bell-ringers even in the days of 1928 and 1929. Obviously in each of these instances all objections were successfully overcome, or we would not have received the order. We therefore went to the presidents (not chief engineers) of each of these companies—explained that we were seeking evidence that rehabilitation paid—and asked for a statement as to why they were spending money for new equipment at this particular time.

These statements were featured in a series of magazine advertisements, in which the number of meters installed was mentioned. The fact that nationally known companies purchased not five or ten, but twenty, thirty, and even sixty Republic Flow Meters during 1932, was a pretty good answer to the

price question. In making an investment of that size, they must have done a lot of investigating before they bought.

The New Man: By featuring nationally known companies, and the large number of Republic meters they had purchased, we were bound to create a favorable impression. We provided him with a good piece of evidence to justify his judgment if called upon to do so by someone higher up.

Getting the Information to Prospects

How is this information placed before our prospects? First we selected three magazines which we believed would give us the most effective coverage among the executive, plant management and engineering groups. In these publications we carried single- and double-spread advertisements featuring one of these statements by a chief executive.

Each month a booklet was issued giving complete information on the meter installation, and the savings made in the plant featured in the current magazine advertisement. We also prepared a very inexpensive yet dignified announcement printed on a standard letter-size sheet, which was mailed out in a "penny saver" envelope, with a C.O.D. return postcard, to 25,000 executives. These pieces were mailed out over a period of three months.

There was no follow-up among those prospects who did not answer this first announcement. The return postcard contained a request for the series of booklets which were only mailed upon request—each request being acknowledged by a letter from our president. Regardless during what stage of the campaign a request was received the prospect received only one booklet at a time, and our salesmen were instructed to stay away until after the prospect had received the second booklet.

This campaign, which ran for four months, netted us a little over 2,300 inquiries, the greatest bulk of which came from presidents, vice-presidents, treasurers and other

EARNSHAW, YOUNG, INC.

PETROLEUM SECURITIES BUILDING • LOS ANGELES
714 WEST TENTH STREET



ADVERTISING

September 28, 1933

Managing Editor
PRINTERS' INK MONTHLY
185 Madison Avenue
New York, N. Y.

Dear Sir:

Our hats are off to you for performing a long-needed and very valuable service to advertising men in publishing your concise, complete and authoritative monthly symposiums on various phases of advertising practice.

Your two articles on point-of-purchase advertising were admirable. So was your summary of premium practice in another recent issue. And now, in your September issue, you give us another authoritative survey — this time of spot broadcasting — that again hits the nail on the head by answering every question practically and authoritatively by citing the results of experience.

Too many articles on advertising practice exploit merely one man's theory. Consequently, one month we read heated arguments for a certain practice and the next month we are regaled with equally torrid diatribes against the same practice. Too often, the writers lose sight of the fact that what business men are interested in is what has been done, how successful was that method and what is being done now in the light of past experience. Your authoritative symposiums answer these questions as other articles have failed to do.

As the creators and producers of radio programs both by live talent and by transcription, both for chain programs and for spot broadcasting, we can state that our experience bears out the facts and conclusions in your article. And naturally, as producers of two of the outstanding radio transcription programs mentioned in your article — "Chandu the Magician" for Beech-Nut and "The Adventures of Detectives Black and Blue" for Iodent Tooth Paste — we rejoice to see the true facts on spot broadcasting presented to advertising men who read your publication from cover to cover.

I am sending you herewith a photo taken recently which offers concrete, visual evidence that spot broadcasting of a good program backed by sound merchandising does pay — and pays plenty. The caption on the back of the photo tells the story.

With cordial appreciation for the real service you are rendering to advertising men,

Sincerely yours,

EARNSHAW-YOUNG, INC.

R.S. Edwards
M.T.

Richard S. Edwards

company officials. The first 150 inquiries followed up by our salesmen were reported on as follows:

64 were reported as no good as far as we were concerned.

86, or 60 per cent were reported worth while as follows:

3 were sold a total of \$1,878 worth of instruments.

17 were quoted a total of \$12,400 worth of instruments.

17 were reported as good prospects for immediate business.

31 were reported as fair prospects for immediate business.

18 were reported as regular customers.

While this same high ratio of returns was not maintained throughout the entire campaign, still the volume of business received, and new contacts established, more than justified the cost.

+ + +

Help for the Faint of Heart

CARBONA PRODUCTS COMPANY
NEW YORK

Editor of PRINTERS' INK:

I read your article, "Renaissance of Advertised Brands," in the October 5 issue and would have immediately written to you, but I wanted to re-read it.

It is a worth-while, timely article, and one that I am sure will be an inspiration and give courage to

anyone who at any time has faltered in his confidence in advertised products, either as a manufacturer or purchaser.

You have done a good job, and it again establishes your understanding of the subject of advertising and its purposes. These articles make each issue of *PRINTERS' INK* worth many times the subscription.

A. WINEBURGH,
President.

SAVE MONEY AS WELL AS TIME WITH AIR EXPRESS

Air Express provides overnight delivery from New York to Cleveland, Chicago, Toledo, Detroit, Minneapolis, St. Paul, Kansas City, Omaha and Denver—and only a few hours more clear to the coast! Direct air connections cut shipping time to hours between 85 principal cities—coordinated air and fast rail schedules link 23,000 other Railway Express Agency

points. In leading towns pick-up and delivery is included in new low rates. Duplicate receipts are a routine safeguard with this high-speed service. Ask your Railway Express Agent for rates and the new, faster schedules.



AIR EXPRESS
DIVISION OF
RAILWAY EXPRESS AGENCY
INCORPORATED

"Jim" Brown, Host

JAMES WRIGHT BROWN, president of *Editor & Publisher*, tendered a luncheon at the Union League Club, New York, last week to mark the appointment of Roy Dickinson as president of the **PRINTERS' INK** Publications. Guests were:

Howard Davis, business manager, New York *Herald Tribune* and president American Newspaper Publishers Association; Kent Cooper, general manager, Associated Press; Lincoln B. Palmer, general manager, A. N. P. A.; Stuart Peabody, manager of sales and distribution analysis, the Borden Co., and president, A.N.A.; James H. McGraw, Jr., vice-president, McGraw-Hill Publishing Co., and president, A.B.P.; Paul Cornell, president, Geyer-Cornell Co., Inc.

Edwin S. Friendly, business manager, New York *Sun* and chairman Bureau of Advertising, A. N. P. A.; Richard W. Lawrence, president Bankers-Commercial Security Co., and secretary, Printers' Ink Publishing Co.; Frederick C. Kendall, editor *Advertising & Selling*; John Hanrahan, publisher *Arts & Decoration and Stage*; Raymond Bill, president and editor, *Sales Management*; Fritz J. Frank, chairman United Publishers Corporation.

Frank Presbrey, president, Frank Presbrey Co.; P. L. Thompson, director of public relations, Western Electric Co., and president, Audit Bureau of Circulations; J. V. Connolly, general manager, King Features Syndicate and International News Service; Lee H. Bristol, vice-president, Bristol-Myers Co.; William A. Thomson director, Bureau of Advertising, A. N. P. A.

Joseph H. Appel, chairman of the board, John Wanamaker, New York; Eugene Forker, publisher, New York *American*; John Benson, president American Association of Advertising Agencies; Francis L. Wurzburg, vice-president, Condé Nast Publications; Roger W. Allen, publisher, *American Hatter and Millinery Trade Review*; and James W. Brown, Jr., secretary, *Editor & Publisher*.

Now Out!

Completely Revised
Edition of

Advertising Procedure

by

OTTO KLEPPNER

President, Small, Kleppner &
Seiffer, Inc., Advertising Agency

11th PRINTING

45th THOUSAND

*The largest-selling
advertising text
ever published!*

A thoroughly practical book carrying a campaign through from the conception of the idea to the paying of the bill. With special charts simplifying technical explanations. UP-TO-DATE. Discusses effect on advertising of N. R. A.—The Federal Securities Act, the proposed Food & Drugs Bill. \$81 pages. \$5.00. Use the coupon below for free examination copy.

Prentice-Hall, Inc.,
70 Fifth Ave., New York

Please send me a copy of "Advertising Procedure" for free examination. After 5 days, I will either send you a check for \$5 or mail the book back to you.

Firm
Name
Address
..... MA-119-1

How Sales Cost Figures Point Way to Greater Profits

(Continued from page 5)

Small customers have a way of growing and becoming profitable. Furthermore, if the product is of the convenience type for which a national demand has been built up by advertising, it is often essential that it be stocked by every possible dealer, whether he be a profitable customer or not. Often some way can be found to get his business at a minimum loss or perhaps at a profit.

Bringing Profit Makers to Light

Sometimes detailed sales cost figures show that prospects who have been considered undesirable are potential profit makers.

This was true of a manufacturing concern whose product is one that can be sold by many kinds of small retailers—many of whom are poor credit risks. The company's credit policy had been very strict. In order to keep credit losses under the purely arbitrary figure of 1 per cent, no attempt had been made to sell the poorly rated merchants.

The sales manager knew from cost data that the product carried a fairly wide profit margin and it occurred to him that even if the credit loss soared on the additional business that could be secured by lowering the bars, a net profit *might* remain. He decided to try out his idea in a limited territory and see in cold figures what happened. So he gave instructions that in the trial territory any merchant, no matter how poorly rated, so long as he was not a confirmed fraud and scoundrel, could be sold goods up to \$100. The credit loss on the increased volume in the trial territory was 2.35 per cent—small enough to leave a decidedly attractive profit. The plan was therefore extended to all territories. Although no especial effort was made to go after business from poorly rated retailers, the sales

volume quickly increased between \$300,000 and \$400,000 a year.

Adequate sales statistics and cost figures are the only safe guide in judging the abilities of salesmen. Without them reliance has to be placed upon the individual's volume of sales or such intangibles as phrenology, handwriting or ability to mix or put away Martinis. None of these is wholly satisfactory—as one concern employing sixty salesmen discovered when it installed modern methods for analyzing sales costs. The figures which were developed resulted in an informative program which enabled the company to know what salesmen were doing and resulted in increased sales and profits. Ultimately some replacements were found necessary.

For instance, one of the star salesmen—he was second in point of volume—turned out to be fortieth as a profit maker. His net profit was smaller than that of one who sold less than half his volume. The trouble with him was that he had no definite knowledge as to which were the profitable and which the unprofitable lines. When he was informed of these facts, the profit on his sales increased to a satisfactory level.

It may be perfectly sound business judgment in some cases to have certain men concentrate on volume rather than profit, in order to absorb factory overhead, but this should be done with full current knowledge of just what the results of such selling are.

Volume, but Not Profit Boosters

Here is another example, having to do with sales personnel, which shows that things are not always what they seem.

On the sales staff were four supervisors whose jobs were to circulate among the salesmen and help them become more effective.

Human as Hell!

We're not statistical hounds.

We hate 'em as much as you do.

Of course you can't get away from figures in research reports, but too oft the figures get away from the important thing—which is PEOPLE.

You spend thousands to millions popularizing your product. How much do you know about the populace to whom you're popularizing?

To get into their homes and hearts you've got to pry off the occipital.

Vivisection, p'raps, but it's painless—even to the guy that pays the bills.

R. O. EASTMAN & COMPANY

Marketing Research and Management
420 Madison Ave., New York, N.Y.

ELdorado 5-6549

CHICAGO

BOSTON

WANTED

AN ADVERTISING SALESMAN

The oldest and strongest agency of its kind right now needs a man who knows advertising and has the ability to reach key men and interest them in a worthwhile program.

We are selling our medium in a large way with compelling results to clients, and have specific accounts under contract that call for intensive preparation and sales follow-up at the hands of such a man as we specify.

He must be able and willing to sell without the crutch of a drawing account. Answers not desired from men who carry excuse books.

This is a grand opportunity for a go-getter to establish a connection that he can make permanent, valuable, and important according to his own ability, energy, and resourcefulness.

Address "Z," Box 111, P. I.

Three of them had the faculty of immediately increasing volume for their pupils. The efforts of the fourth never seemed to boost a salesman's volume. He was not considered much of an asset, until the cost figures showed that his visits resulted in a salesman making more profits, even at his former volume. The other supervisors boosted volume but not profit.

The fourth one showed his men how to sell the large-profit goods and how to handle the bigger buyers. Few have this gift. However, when the other supervisors were furnished with facts and figures, which they imparted to the salesmen, they achieved comparable results.

Sales-cost figures often result in important changes in territories. Thus a hat manufacturer had routed his men by geographic territories, selling to all accounts large and small.

Re-Routing Salesmen

Cost figures proved that certain of the men were highly profitable so long as they sold to the large accounts, but that they could not pay their way calling on the small ones. When this came to light these men were routed only to the centers where the large accounts were located. The small accounts were turned over to less expensive, general-line salesmen. In spite of more or less traveling over the same route, the cost of selling fell and volume and profits increased.

A highly important, but often ignored element of selling cost is that of distribution warehousing. Such costs can easily get out of hand unless they are segregated, analyzed and compared periodically. When this is done it is not unusual to find that certain warehouse locations should be discontinued, or stocks reduced in size, or that the warehousing activities should be turned over to a public warehouse-man or to an agent.

The increasing speed of freight delivery both by train and truck has in recent years made possible and desirable some very great

changes

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With Miss the Lew York, ha of Brans vertising.

changes in warehousing policies.

It is not unusual for a company to analyze some specific phase of its distribution costs, when a difficulty assumes such proportions as to force attention. There should be a regular analysis of all pertinent distribution costs to permit a control that will definitely disclose troubles as they arise.

One company which has regularly gathered and analyzed its selling costs for several years is an example of what any concern can and should do, to a greater or less degree.

Every sales policy and method is formulated, tested and guided in the light of the cost figures. It knows its selling costs and profits by individual customer, class of customer, territory, salesman and product. It knows the cost of opening a new account and of selling to old ones. It knows the cost of advertising, direct selling, warehousing—of every element, in fact, which makes up the total cost of distribution.

It tries out nearly every new idea or plan that the cost data indicate may be feasible, and it watches the results closely so that any mistake can be quickly corrected. Being able to spot losses promptly, its mistakes are not costly. It has changed its selling policies or methods several times. This controlled experimentation has resulted in some worth-while finds. Its sales force, executive and rank-and-file, are straight shooters, for they know at all times just what they are shooting at.

Sales cost-finding is not necessarily expensive. Not all of the figures need be collected regularly and continuously. Some figures need be gathered only periodically—sometimes as seldom as once in a year or two. Others should be current. The methods to be used depend upon the nature and the needs of the business.

With Branstater-Hammond

Miss Dorothy Noyes, formerly with the Lewis-Waetjen Agency, Inc., New York, has become a partner in the firm of Branstater-Hammond, New York, advertising.

"SAUCE FOR THE GOOSE"

By SAM R. McKELVIE

IT is an old saying that "sauce for the goose is sauce for the gander." In other words, consistent.

IF we were to ask any advertising man what character of publication The Nebraska Farmer should advertise in first, he would say right off the bat, Printers' Ink or some good publication in that field. If he were to say anything else, he would be discredited. Equally important, we would not follow his advice.

THE reasons are obvious: One addresses his advertising message to the class of people he wishes to reach, with the minimum of waste circulation and the maximum of reader confidence in the publication used. That is advertising economy.

THE state farm paper is the farmer's bread and butter paper. That is why he reads it first and likes it best. No doubt about it! Ask as many farmers as you like in Nebraska. Four out of five will say they read The Nebraska Farmer and three out of four will say they prefer it to any other publication.

SO, for the same reason that we advertise in Printers' Ink, we urge advertisers desiring to reach Nebraska farmers to advertise in The Nebraska Farmer. It is cheaper and more effective. So sure are we of this that we will give any advertiser the space for his campaign free if he can find any other farm paper or group of farm papers through which he can reach over 100,000 Nebraska farmers at as low cost, or as effectively as he can by using The Nebraska Farmer.

TO reach the entire Nebraska market, which is 65 percent rural, use The Nebraska Farmer and newspapers.

THE NEBRASKA FARMER

"Nebraska's Farm Paper Since 1859"

LINCOLN NEBRASKA

Why New York Is Behind on NRA Ad Schedule

SOME weeks ago considerable interest was created in reports of an incentive-to-buy campaign which was being fostered by the New York City division of the NRA. Bruce Barton, T. L. L. Ryan and Frank Irving Fletcher were among those whose co-operation was solicited in working out plans.

The initial step was to be a series of four advertisements, copies of which were released for use with news reports on the campaign. But the series has not appeared. Advertising men have been wondering what has happened. Advertisements which it was said would be sponsored by clearing house banks failed to be published as soon as anticipated.

One hitch in the plan was the release several weeks ago of publicity which criticized the attitude of bankers in extending credit to manufacturers. Another hitch concerned word from NRA headquarters at Washington which, it is reported, wanted New York's campaign to break about the same time as plans for a national effort.

Washington, as reported in **PRINTERS' INK** last week, meanwhile has released copy for a national campaign. Word from the

New York division now has it that the first advertisement in a local drive will be released this week.

The introductory sponsoring group will be commercial banks. After hesitating over using the set of advertisements previously submitted to them, new copy has been prepared. This, it is understood, has been toned down to be more consistent with their conservative attitude.

Savings banks will follow later in sponsoring NRA copy, then insurance companies and, when they have finished, the public utilities.

The previously prepared and unused set of advertisements may still be used, according to division headquarters. When and if that particular copy is used it will be released through Fletcher & Ellis, it is stated.

The New York division is not pushing the series of advertisements issued by NRA at Washington. It has a file of these advertisements available for those who may wish to refer to it. The New York division's aim is to promote copy that ties in more with the local situation but, in doing so, to work closely with Washington activities.

Joins Iowa Daily Press Group

Ford Stewart, for three years a member of the advertising department of the Des Moines, Iowa, *Register and Tribune*, has joined the Iowa Daily Press Association's Des Moines office. The association is planning a greater merchandising effort in connection with national advertising during the coming year.

Liquor Account to Rossiter

Vintage Importations, Inc., New York, which has a number of franchises for the exclusive American distribution of French, Spanish and Portuguese wines, cognacs and liqueurs, has appointed Ralph Rossiter, Inc., New York, to direct its advertising.

Cone Agency Adds to Staff

Russell E. Pierce, formerly with *Business Week* and also formerly with *The South China Press*, has joined the Andrew Cone Agency, New York.

Death of John S. Herkness

John Smylie Herkness, president of Charles Eneu Johnson & Company, Philadelphia, printing inks, died recently at the age of fifty-four. He had been with the Johnson organization for ten years, previously having been a member of Herkness, Stetson & Company, real estate brokers.

Representatives Appointed

Lubrication and Maintenance, Chicago, has appointed George M. Earnshaw, Cleveland, its representative covering Ohio, Pennsylvania west of Philadelphia, Western New York, and Eastern Michigan. R. J. Birch & Company, are now its West Coast representatives.

Leaves Shoe Association

James H. Stone has resigned as manager and director of the National Shoe Retailers Association, Chicago. He was formerly publisher of the *Shoe Retailer and Hosiery Retailer*.

Five-Day Week in Advertising

THE advertising business is destined to operate on the five-day week as a general practice, according to present indications. Saturday closings already are in effect in a large number of concerns in the advertising agency and publishing fields and among national advertisers.

A recent survey made by the National Publishers Association shows that among forty publishers, twenty-three are now operating on a five-day week, nine are in favor of Saturday closings and eight are opposed.

Among New York members of the American Association of Advertising Agencies, thirty-nine replies received from a questionnaire show that eighteen agencies favor the five-day week all year round. Twelve do not. Nine other agencies make various comments, indicating that their minds are open to considering its adoption.

Forty-one members of the Association of National Advertisers,

all operating in the New York metropolitan area, now have the five-day week in effect in their sales and advertising departments. An additional four operate under this policy in the summer. A number of other members indicate that they are giving serious consideration to adopting the shorter week plan.

The A.N.A. members in New York were asked, provided advertising departments were open on Saturday, if it would be helpful to them to have publishers' organizations keep open also. From sixty-three replies, thirty-three answered "No," one wanted publishers' mechanical departments open, and twenty-nine made no comment.

These evidences of Saturday closings already in effect together with the strong sentiment for similar policy in additional companies, it is felt, indicate that in time practically all advertiser, advertising agency and publisher offices will close on the week's half day.

Established 1907

THE STIRLING PRESS

CATALOG - COLOR - ADVERTISING

Expert **PRINTING** Quality

Foreign Language - Medical Work
A Specialty

Agencies, Manufacturers and Merchants will find our advice and co-operation helpful on all angles of production. Practical men with long experience at your service. Large facilities. Day and night. Honorable dealing. Contracts on your entire printing requirements negotiated.

Visit our plant. Inspect our facilities
318-326 WEST 39TH STREET, NEW YORK

MEdallion 3-5612-3-4

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President

1908 — 1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 913 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks Arthur H. Little
Eldridge Peterson S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, OCTOBER 19, 1933

Liquor Advertising

Now that repeal is almost an accomplished fact (only three more State ratifications are required) publications of every kind are naturally concerning themselves with the question of whether they will or will not accept liquor advertising. Manufacturers and importers of intoxicants are likewise interested in an answer to this query. They have a big job on their hands and naturally are trying to complete their plans as early as possible.

For several weeks past PRINTERS' INK has been polling publishers as to their attitude. An almost 100 per cent response has been received. The names of the publications with the yes and no votes will be printed in the November issue of PRINTERS' INK MONTHLY. The list has been withheld from pub-

lication until repeal seemed certain, at the request of many publishers who felt that their motives might be misconstrued if they came out into the open.

It is permissible to say, however, that the number of publications that will accept liquor advertising is surprisingly large—much larger than expected. An overwhelming majority of newspapers are on the affirmative side, including many that barred their columns to such advertising in pre-Volstead days.

Especially intriguing is the attitude of magazines. Out of 100 that answered PRINTERS' INK's inquiry, fifty-three will accept liquor advertising and forty-seven will not. The reasons for the negative attitude in this classification are obvious; many of these magazines are publications in which advertising of intoxicants would be in direct opposition to their editorial policy.

PRINTERS' INK is gratified at this attitude. We feel this way not because of any friendship for liquor nor from any desire that the people of the country should be educated into the drinking habit any more than now.

What we want and what publications such as *Time* and the Macfadden Magazines want is the eradication of the gangster, the racketeer and the bootlegger.

Time, for example, correctly reasons that since the legitimate manufacturer and purveyor of branded liquors will have the fight of his life on his hands in establishing himself against underworld competition, he should be given the privilege of advertising his merchandise on exactly the same basis as the producer of any other legitimate commodity.

It is the *Time* idea that, since the States, with absolute unanimity thus far, have called for a return of legalized liquor and for its merchandising in open daylight, so to

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speak, publishers might well decide to do their part toward the eventual consummation of a condition wherein intoxicants may be handled decently and sensibly for a change.

It must be remembered that the bootlegger and the speakeasy flourished and grew fat because the people wanted them. They provided the only source of supply for the millions who refused to be legislated or pitchforked into goodness or teetotalism. The racketeer came as a by-product of an illegal business which people of every degree supported or at least tolerated.

During this prohibition failure the people have become thoroughly educated in and familiar with the present method of buying liquor. Anybody who wants liquor these days knows how and where to get it. It doesn't take long for such a thing to be established and the result is that people today turn naturally toward those sources of supply which are banned by law.

Their full support for the legalized producer must be had if the racketeer is going to be forced out of business. Their attitude and their buying habits must be changed. Advertising can do this.

Well Done, Chicago

Chicago is going to have a sad job to perform on the night of October 31. It must bid a long farewell to the Century of Progress Exposition. The rays from Arcturus will turn the electric switches for the last time and the wonder show on the shore of Lake Michigan will have its final fling.

It will, however, be gone but not forgotten. Its beneficial effects not only to Chicago but to the nation at large will be felt for a long time to come. For this greatest of all world's fairs has been outstandingly helpful to a country which has been beating back after a dreary period of famine.

Business, for one thing, has ad-

vanced because of the fair. "Its trade stimulating influences are being felt throughout the United States and will continue to be," Silas H. Altorfer, manufacturer of washing machines and ironers, tells **PRINTERS' INK**—and he backs up his statement with records which he has compiled.

Greater than all, though, is its contribution to the spiritual and mental uplift of the people. As business men look upon this great spectacle, read about it and talk about it, their faith and courage are automatically strengthened and renewed.

When Chicago planned this fair, nobody knew that the economic crash with all its misery was just around the corner. But having undertaken it Chicago had to drive it through to a finish. This is the Chicago way—and the American way.

The country profoundly admires Chicago for what it has done and expresses thankful appreciation. **PRINTERS' INK** is proud to be able to add one more such expression to the ever-swelling chorus.

Too Much Washington

The other day two important New York executives crossing the Hudson in a ferryboat on their way to work, were talking about their experiences with codes.

After one of them had told about how he had worked until two o'clock in the morning at Washington for days at a stretch, he asked his companion what he was going to do about a certain order which had been issued applying to his business. The other man hadn't seen that particular one.

"Now," he said, "I suppose I will spend most of the morning trying to find a copy and deciding what we have to do about it."

Both agreed if they only could spend a little more time on their business, they might be able to

work out enough sales, build enough profits to hire a few more men. As long, however, as they were being called to Washington every few days their own business was being neglected.

Men who have spent much of their time in Washington have come back with stories about other business men who went there all the way from California and stayed three or four weeks at heavy expense.

Stories of men working on codes who have been up until three o'clock in the morning for eight consecutive nights, ending up with one big evening when they bring all the varying elements together and finish up at a quarter of seven in the morning, are not rare.

While everyone realizes that the working out of codes under the NRA is a job comparing in magnitude to war time preparations, nevertheless, it seems that the Government might well give thought to the possibility of simplifying matters somewhat. In this great war against depression being waged by the Administration, the very best work is done by business men who, in the little economic battle front over which they have control, can do a real job.

When the brains of these executives, their time and energy are being expended too much on what seems to some of them very unimportant details within industries, especially on matters upon which broad rulings could be made, a great waste results.

Let the Government see if it cannot so expedite matters as to allow the brains and energy of executives to be spent for a time upon their own business where many things need doing.

We Toss a Gauntlet

And now it seems that the rabbit has become an article of commerce on a sufficient scale to call for a trade-practice conference held in a plush-lined hotel.

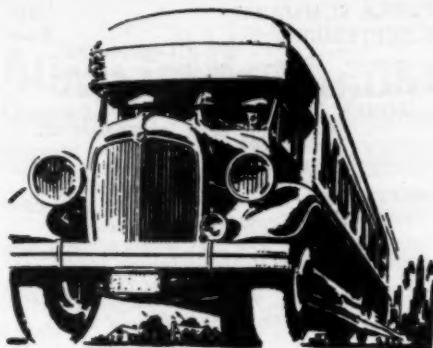
About this kind of rabbit, too, there hangs a sort of aura of class distinction—a distinction officially recognized by the Federal Trade Commission. For, in a press release sent out last week, the commission, practically breathless with excitement, announced an imminently impending conclave, in Chicago, of "breeders of domestic rabbits which are raised for meat and for fur and are used, also, in hospital and laboratory work."

To some observers of the social scene it will appear that here is an instance of distinction carried to the point of snobbishness; and the criticism is given basis by a top-lofty remark in the press release to the effect that "representatives of the industry who applied for this conference point out that now is the time to establish trade-practice conference rules designed to encourage and protect the domestic rabbit breeders because, under the NRA program of shorter hours and added leisure, many more persons than formerly will be likely to engage in the raising of rabbits both for pleasure and for profit."

Is this, we demand, the home of the free? Is this the land of equal opportunity? Are the rest of us to look passively on while the rabbit raisers, under the guise of evolving a code, evolve in actuality a Rabbit Raisers' Guild to whose membership we outsiders, in the next depression, will be summarily barred? Is rabbit-raising a trade, or a lodge?

Why the discrimination? Under the rules of the breeders' brotherhood, shall a man be blackballed because he likes to specialize in rabbits for the magician trade?

Just such acts as this lead to revolution. We've a good mind to revolt, ourselves, defy the codifying breeders, and set up, as a sideline, a rabbitry of our own—a rabbitry so distinctive that its output will consist exclusively of rabbits that lay Easter eggs.



If *all the readers of ALL the other papers moved out of New York . . .*

If all the families who do not read the New York Herald Tribune moved out, and all those who do moved in, New York would still be the sixth largest city in the United States. Where there is so much circulation to buy, it's *vital* to buy it *right*!

You say you need MASS. You do . . . for you can't do a representative selling job in New York without mass. But the one factor that often decides between loss and profit in New York is the ability to reach the greatest number of people whose minds and pocket-books are open to new ideas.

In other words, get intelligent, responsive New Yorkers into the habit of asking for your product and New York can become one of your most profitable markets. Then you reach the mass you need . . . MASS with the added benefit of above-average incomes!

It is to speed the sales of your product here in New York that we address this message to you. For more information that will mean RESULTS in this huge market, call, phone or write any of the offices listed below.

NEW YORK **Herald Tribune**

NEW YORK: Main Office: 230 West 41st Street • CHICAGO: John B. Woodward, Inc., 400 North Michigan Ave. DETROIT: John B. Woodward, Inc., New Center Bldg. • BOSTON: Carroll Judson Swan, 926 Park Square Bldg. • SAN FRANCISCO: John B. Woodward, Inc., Russ Bldg. • PARIS EDITION: The New York Herald, 21 Rue de Berri

FARM PAPER SUMMARY FOR SEPTEMBER

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1933 Pages	1933 Lines	1932 Lines
Country Gentleman..	28	19,119	12,797
Capper's Farmer ..	22	14,692	10,888
Successful Farming.	31	13,834	9,050
Progressive Farmer & Southern Ruralist			
Texas Edition ...	18	12,962	6,338
Carolinas-Virginia Edition	18	12,914	6,645
Miss. Valley Ed..	15	11,280	5,538
Georgia-Ala. Ed..	15	11,237	6,763
Ky.-Tenn. Ed. ...	14	10,428	5,083
All Editions	13	9,807	4,726
California Citigraph	16	10,846	12,011
Country Home	23	10,157	8,309
South. Agriculturist.	13	9,031	4,818
Southern Planter ...	8	5,710	†3,993
Western Farm Life	5	3,964	4,146
Farm Journal	9	3,948	4,097
Breeder's Gazette ...	7	*3,291	3,330
Wyoming Stockman- Farmer	3	2,943	2,587
Arkansas Farmer ...	3	2,432	†2,954
Bureau Farmer	4	1,981	1,510

*Aug. & Sept. issues combined. †Two is.

SEMI-MONTHLIES

Farm & Ranch	18	13,871	9,428
Oklahoma Farmer- Stockman	14	10,943	8,738
Hoard's Dairymen .	14	8,981	5,063
Kansas Farmer, Mail & Breeze ...	11	8,737	8,693
Montana Farmer ...	10	7,289	4,932
Utah Farmer	9	6,939	3,492
Arizona Producer ..	9	6,800	7,165
Ind. Farmer's Guide	8	6,623	5,726
Missouri Ruralist ...	9	6,474	7,090
Missouri Farmer ..	8	6,221	5,564

BI-WEEKLIES (3 Issues)

Wallaces' Farmer & Iowa Homestead..	30	23,832	†9,553
Nebraska Farmer ..	22	15,837	†9,682

	1933 Pages	1933 Lines	1932 Lines
Local Zone Adv....	8	5,498	

Farmer & Farm, Stock & Home Minnesota Edition	20	15,569	†8,579
Dakotas-Mont. Ed.	14	11,308	†6,709
Local Zone Adv..	4	3,052	
California Cultivator	19	14,592	*14,693
Wis. Agriculturist & Farmer	17	13,339	†8,262
Prairie Farmer Illinois Edition ..	18	12,785	†10,630
Indiana Edition...	14	10,322	†6,941
Dakota Farmer	15	11,707	†8,422
Ohio Farmer	14	10,862	†5,517
Washington Farmer.	14	10,798	†11,578
Oregon Farmer	14	10,653	†10,532
Rural New Yorker..	13	10,443	*6,800
Idaho Farmer	13	10,016	†9,689
Amer. Agriculturist.	14	9,960	†6,323
Local Zone Adv..	7	5,006	†5,917
Pennsylvania Farmer	13	9,882	†7,184
New Eng. Homestead	11	7,576	†5,445
Michigan Farmer ...	9	6,891	†5,225
†Two Is. *Four Is. ‡Five Is.			

WEEKLIES (4 Issues)

Pacific Rural Press	29	†21,987	15,884
Dairymen's League News	3	1,872	†1,525
†Five Is.			

FARM NEWSPAPERS (4 Issues)

Kansas City Weekly Star			
Missouri Edition.	6	15,154	14,401
Kansas Edition ..	6	14,279	14,449
Ark.-Okla. Edition	5	11,654	14,457
Dallas Semi-Weekly Farm News			
Tuesday Edition..	2	5,394	1,479
Friday Edition ..	1	†2,975	†3,278
†Five Is.			

(Figures Compiled by Advertising
Record Company)

On Michigan Board

J. T. Bailey, president of the Outdoor Advertising Association of Michigan and president of The Bailey Company, Benton Harbor, outdoor advertising, has been appointed by William A. Comstock, Governor of Michigan, as a member of the Commission on the Board of Athletic Control.

TORONTO
MONTREAL
WINNIPEG
EDMONTON

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

1932
Lines

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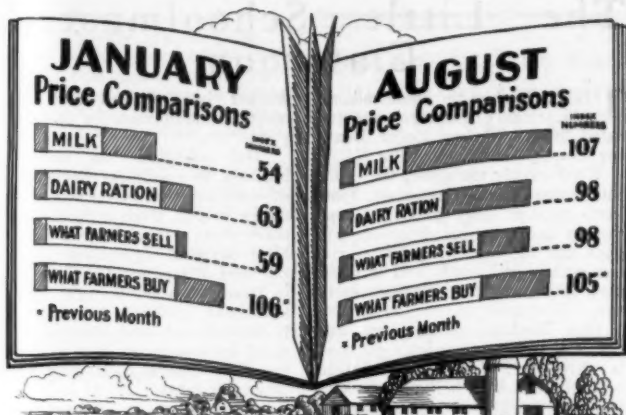
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DAIRY
WITH
CUMER



An Open Book of Real Promise Showing That Our Readers Have More Spendable Dollars

The increasing purchasing power of New York dairymen as shown above should be an open book of real promise to advertisers. The index numbers show percentages, based on pre-war prices, and point to a new era of prosperity. When the index number for "Milk" equals or exceeds the index number of "What Farmers Buy," we know that buying power is returning to the pre-war level when farmers were considered prosperous.

We have a more detailed chart which has aroused much favorable comment. We shall be glad to send you a copy on request.

DAIRYMEN'S NEWS

NEW YORK
11 West 42nd St.
R. L. Colver
Bus. Mgr.
Tel. PENN. 6-4760

CHICAGO
10 So. LaSalle St.
J. A. Meyer
Tel. Franklin 1429



"The Dairy Paper of the New York Milk Shed"

The Little Schoolmaster's Classroom

THE Schoolmaster commends an educational campaign inaugurated by the Timken Roller Bearing Company to support the NRA.

What makes the effort the more interesting is the fact that Timken's product goes into consumption in two principal directions. It goes into the machinery that turns out consumers' goods and it goes, also, into goods that the consumers use.

The Timken management explains that the campaign's purpose is threefold: (1) to co-operate with the NRA in helping put men back at work, (2) to co-operate with the manufacturers of consumer goods by indicating how they can meet the new competitive conditions of cost, price, and profit, and (3) to co-operate with the manufacturers of capital goods by awakening industry in general to the need for plant modernization in order to protect profits and jobs.

The campaign is appearing in trade and industrial papers.

The first advertisement asks: "Where Is the Money Coming From to Pay Increased Labor Cost?"

In part, the copy reads:

"The whistles calling more men to more jobs bring joy to the community—joy and fear to the employer—fear that higher labor and material cost may hamper demand for the product, and thus jeopardize the jobs already created. . . .

"There is but one answer to these well-founded fears:

"The machinery manufacturers of America must be largely credited with the high standards to which the American

worker has attained and which must be maintained for the public good.

"No condition has arisen in business to check the development of machines that better each workman's output. Even during the last three years our machinery builders have designed equipment to meet the need of business to secure profit from curtailed volume. Plants that have installed such machines to replace high-cost obsolete equipment are now in position to go into the New Deal market with highly favorable costs. . . .

"Employment in such plants is well assured. The same cannot hold true, however, for high-cost plants, for under the NRA the manufacturer not only must make a profit over his cost, but also must produce his merchandise to a greater degree of accuracy and refinement, which cannot be accom-



Where is the money coming from to pay

INCREASED LABOR COST?

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Published by The Timken Roller Bearing Company, Canton, Ohio, in the interest of the machinery manufacturers who are working to put profits into steady business operations—for only through profits can business continue, and workers be secured of continued employment at high wages.



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plished with antiquated equipment. And it is hardly fair to labor to risk its continued employment at machines that have become outmoded by equipment new in design and better able to produce merchandise having modern sales appeal.

"In the interest of NRA success—as well as your own—ask the men who build your factory and office machinery this question: 'Where is the money coming from to pay increased labor cost?' They can tell you."

* * *

American direct-mail advertisers will sigh enviously when they hear of a plan the Department of Communications in Spain has worked out to encourage the use of mails by advertisers. It simplifies the problem of building mailing lists.

An organization wishing to circularize all the physicians, bakers, attorneys or other groups of a town simply sends a bundle of stamped, but unaddressed, envelopes to the post office with the desired profession or trade designated. Postal clerks do the rest.

The Schoolmaster's informant fails to explain how the advertiser ever knows if any of his letters are distributed and if they go to the proper groups.

* * *

The Schoolmaster often is impressed with the many variables that must be weighed in accepting any particular group of figures that enter into marketing estimates. Unless carefully analyzed for loopholes, such indices as income taxes, automobile registrations and others may be guides to wrong conclusions.

One factor that is especially apt to deceive centers itself in the State-line idea. The Schoolmaster mentions this particularly because he has before him the results of a survey which illustrates how, without due consideration for variables, conclusions based on facts within a State may be distorted.

The survey was one of the buying habits of retail druggists, conducted for Arkansas Dailies, Inc. It was revealed that in twenty-five

WHAT ADV. OR SALES MGR. CAN SAY "YES"?

● Is there an Adv. or Sales Mgr. in these United States who has the guts to say, "Yes, go ahead," if he is shown a merchandising idea capable of producing an exceptional volume of inquiries at low cost? If so, a company rated AAA (long experienced in the creation of advertising for National advertisers) has developed such an idea, appealing to both adults and children. Inquiry without obligation is invited. "D," Box 115, Printers' Ink.

TO a reputable agency—an opportunity is offered for additional business. No investment will be required other than the co-operation the agency is willing to offer.

Obviously the organization must have background and a record of real service to clients. Address "E," Box 117, Printers' Ink.

TO AGENCIES AND THEIR CLIENTS

CONSULTING AND ANALYTICAL CHEMISTS

Analyses Made Formulas Developed
New Uses Fresh Appeals
Research Investigations and
Clinical Testing
SPECIALISTS IN

Drugs	Proprietary
Foods	Medicines
Toilet Preparations	Essential Oils
Flavoring Extracts	Special Formulas
Beverages	Insecticides

SEIL, PUTT & RUSBY, INC.

16 East 34th St., N. Y. City-Ashland 4-4343

By the grace of God A COPYWRITER with ideas !

A distinguished record for productive copy on important accounts. Sales, advertising, executive, journalistic and editorial experience. Feels at 45 that he is just beginning to find himself, although for years he has earned \$12,000 to \$15,000 annually. Temporarily in smallish mid-western city. Seeks interview with large agency or manufacturer. Address "A," Box 112, Printers' Ink.

Wanted:**A writer-editor plus**

Dairy organization, representing 5,000 farmers, \$10,000,000 annual business, wants seasoned man to organize, manage, edit house magazine. Plus the journalistic requirement, this job demands insight, constructive thinking, a co-operative personality and integrity. Salary commensurate with size of opportunity and man selected. Location, Boston; New England scope. Write your story, not to sell but to reveal yourself. Address "B," Box 113, Printers' Ink.

Advertising Copy Writer Wanted by Publishing Organization...

Must have advertising agency copy experience and also newspaper rewrite and editorial experience. Apply in letter stating accounts and newspapers for which you have worked, age, and salary. Address "C," Box 114, Printers' Ink.

Fred A. Wish Inc.
 12 E. 41st St. N.Y.C.

Will co-operate in developing Cartoons and Cartoon-form illustrations for advertising usage. Over 60 Cartoonists!

major cities of Arkansas, 241 retail druggists buy from wholesalers in the State. In addition 143 retailers disclosed that they bought from wholesalers outside of the State.

Should it be the practice, therefore, for an advertiser in the drug field to base his advertising appropriation for his Arkansas market on sales to Arkansas jobbers, his estimate would not be in proper proportion to consumer sales in the State. To get a more accurate estimate, advertisers must forget State lines. They need, as an additional check, to take into consideration what amount of their product finds its way into over-the-counter sales through purchases by jobbers outside of the State.

New Addresses

Morris M. Leven, advertising designer, 304 East 45th Street, New York.

Artcote Papers, Inc., Irvington, N. J., have opened a Mid-Western sales office at 1103 Merchandise Mart, Chicago.

Acorn Agency, Inc., RKO Building, New York.

Beaumont & Hohman, advertising agency, Texas office formerly in San Antonio, now located at 913 Tower Petroleum Building, Dallas.

Gerald Lesser, advertising, 505 Fifth Avenue, New York.

Polychrome Reproduction Company, Inc., now located at 228 East 45th Street, New York.

Churchill-Hall, Inc., advertising agency, 200 Madison Avenue, New York.

Mr. Nast Likes Our Reed Editorial

THE CONDÉ NAST PUBLICATIONS, INC.
 NEW YORK

Editor of PRINTERS' INK:

I was very glad to see that good strong editorial which ran in **PRINTERS' INK** on the Reed Amendment. It just shows again how alert you are. It is one that is of vital interest to all of us, and I am hopeful that your well-timed move will start some definite action.

CONDÉ NAST,
 President.

Appoints Reading Agency

National Distributors, Harrisburg, Pa., have placed their advertising account with the W. L. Black Advertising Agency, Reading, Pa.

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Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Direct Mail Specialist plans to develop present small established business into a money making organization. Seeks partner. Able to invest about \$3,000. Good opportunity for production man. Box 450, Printers' Ink.

HELP WANTED

Space Salesmen in New York wanted by publisher of annual formulary guide for users of chemicals. Commission arrangement, unusual proposition, excellent co-operation. Phone Sunset 6-2085.

Manufacturer of national reputation wants salesmen with following to sell signs and displays in New York, New Jersey, Pennsylvania. Liberal commission. Unusual opportunity. Box 463, P. I.

ARE YOU THE MAN?

AAA Photo Retoucher for portrait and figure work used for coarse screen newspaper reproduction. Either free lance or permanent position. Only first class retouchers need apply. Give particulars, write for appointment. Dept. 22, Box 85, Wall St. Station, N. Y.

MISCELLANEOUS

WANTED

Privately compiled list of electrical repair and general fixit shops. State quantity and source. Box 460, Printers' Ink.

FOR SALE

One Kelly press, Style B. with all equipment in excellent condition. Price \$700, f.o.b. factory floor, Cambridge, Mass.

FOR RENT

Large, three window, private office, ideal for advertising or publicity free lance. Good address. Box 462, Printers' Ink.

POSITIONS WANTED

ARTIST—ART DIRECTOR—wide experience, wishes connection with agency or publication on part time basis—New York City only. Box 453, Printers' Ink.

Artist, Creative Ability in Lettering and Layout, formerly with national advertiser, wants position. Opportunity desired over high salary. Samples. Box 451, Printers' Ink.

This Advertising Man

has real selling ideas and knows how to dramatize them. Backed by 10 yrs. experience, 4½ yrs. manager of copy, plan, and art department for large N. Y. advertising concern. Age 34, Box 448, P. I.

ARTIST—Thoroughly seasoned on art for national advertisers. Figure work, lettering, layout, fine retouching. Quick, creative, modern. Can leave city. Salary thirty dollars. Box 461, Printers' Ink.

SECRETARY

Experienced in all phases of advertising—creative as well as office routine—moderate salary—go any place—references. Box 459, Printers' Ink.

AD MAN—\$30 WEEKLY

Part-time or free lance. Original ideas, forceful copy, neat distinctive layouts, complete campaigns. 10 years' experience. Box 456, Printers' Ink.

PART TIME ADVERTISING MAN

for the firm who does not need an expert's full time. 10 yrs. experience for as low as \$50 monthly. I have written and designed over \$2,000,000 worth of successful copy and plans. Box 452, P. I.

YOUNG MAN—Single, College Graduate. Four years Assistant to Advertising Manager Food Manufacturing Concern. Would like to obtain similar position with Manufacturer in any field. Will take position out of town. Box 464, Printers' Ink.

Artist, Experienced, Figure, Decorative, Lettering, Layout, a visualizer who works in any medium, black and white or color, knows Photo-Engraving processes, Offset, and Type, wants a position with a responsible Firm which uses Art Work. Box 457, Printers' Ink.

ACCOUNT EXECUTIVE—Young woman, 8 years agency experience selling, contacting, merchandising, formulating campaigns. Good business getter, helpful in all departments. Invaluable to medium sized agency. Drawing account against commission. Box 458, Printers' Ink.

ADVERTISING—SALES PROMOTION

Six years of agency plan, copy, contact; plus market research, sales corresp., direct selling, publicity & house organ, adv. mgr. experience. Univ. grad.; age 32. Valuable as adv. S. P. mgr. or agency writer contact. Box 455, Printers' Ink.

ADVERTISING SALESMAN

With extensive sales experience in general and class magazine and trade paper work; wide acquaintance New York territory; available for publisher or other needing first-class, reliable N. Y. representative. Salary or commission; best credentials. Box 454, Printers' Ink.

AGENCY OR ADVERTISER

—in the Medical or Dental Field! If you are located in the Middle West I want to talk to you about a position. I am now executing every detail of a large account, but I'm looking for a situation where I can put experience and intelligence to work. Results?—I'll meet any proof you ask! Box 449, Printers' Ink.



TABLE OF CONTENTS

How Sales Cost Figures Point Way to Greater Profits CHARLES H. HATCH, Vice-President, Miller, Franklin & Company, Inc.....	3
Bloomington's Advertisers the NRA	10
Liquor Advertising Will Be Illegal in Dry States ANDREW M. HOWE	17
I Cover the Dealerfront BY A RESEARCHER	24
A Sales Help That the Dealer Asks For M. M. LEIBENBURGER, Advertising Manager, B. Kuppenheimer & Co., Inc... ..	27
A 66-Year-Old Product Fights It Out with a Newcomer ELDRIDGE PETERSON	33
Paying Salesmen with Commission on Sales Can't Be Justified	40
Losers Stand to Win in This Contest VANCE C. WOODCOX, Advertising Director, Kelvinator Corp.....	44
Is the Rubber Dollar Coming? DR. G. F. WARREN, Professor of Agricultural Economics, Cornell University	48
Advertising Recipe Books	53
Advertisers NRA Report to President Roosevelt	58
Why Marketing Cost Should Be Part of Production L. D. H. WELB, Director of Research, McCann-Erickson, Inc. and General Marketing Counselors	63
Copy Testing Is Becoming More Accurate	68
Radio Broadcasters Iron Out Their Problems	69
Securities-Act Rule for Class A-1 Advertising	76
Small Agencies Draft Code	84
Tugwell Bill Is Assailed	88
The Cow That Became a Boy	92
Three-Thousand Dollar Sales—These Days—to Executives HERBERT W. STOEITZEL, Advertising Manager, Republic Flow Meters Co....	96
Why New York Is Behind on NRA Ad Schedule	106
Five-Day Week in Advertising	107
Editorials	108
Farm-Paper Summary for September	112
The Little Schoolmaster's Classroom	114

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CALL *Charles Francis Press*

WHEN you want to get the best in printing at the most reasonable cost—When you want the services of trained men who find real joy in the job of doing it better—When you want to be relieved of the worry, fuss and bother of those petty details which make printing expensive even at less money—When you want to be sure you are getting the utmost for the money you are spending—

THERE'S a simple solution—



Call MEDallion 3-3500



CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK



**THREE WEEKS OF
SALES MAKING DEMONSTRATIONS**

CHICAGO TRIBUNE 1933 SCHOOL OF COOKERY

Starting Tuesday, November 7

● Ask to have a Chicago Tribune representative give you the details. Write, wire, or 'phone one of the offices below.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower New York, 220 E. 42nd St.
Atlanta 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.
San Francisco 820 Kohl Bldg.

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